

Academic Area
Speech Communication
2004-2005

GOAL 1. Improve students' academic and professional success and personal development by enhancing their communicative competence.

Objective	Assessment Criteria	Responsibility	Timeline	Resources	TVCC Goal
<p>(a) Students will develop a greater understanding of cultural diversity and learn how to be communicatively competent with people from cultures different from their own, fulfilling TVCC's goal # 2</p> <p>(b) Students will improve their understanding of effective communication skills, including public speaking. These skills will enhance their personal, academic, and professional abilities, fulfilling TVCC's goals # 2 & # 5.</p> <p>(c) Increase the use of technology in the classroom in order to increase comprehension, memory, and show real-life application of course content, fulfilling TVCC's goal # 9.</p>	<p>(a) Through class discussion of cultural issues, students will learn about their own cultures as well as the cultures of others. A culturally-informative textbook will facilitate this discussion. Students will be tested on their understanding of communicating and cultural diversity.</p> <p>(b) Students' communication skills will improve as they are led through instruction from a comprehensive textbook, provided with opportunities to view and analyze real-life scenarios, and required to present at least two public presentations. Students will evaluate each other's presentations using specific guidelines, and students will be required to view themselves on videotape and conduct a self evaluation. Understanding of communication concepts will be evaluated through tests, oral presentations, written assignments, and class participation.</p> <p>(c) The addition of a computer and projector and the use of the DVD/VHS player will allow the instructor to show video clips, presentations, and Power Point slideshows that will be analyzed and discussed by the students. This will allow students to see real-life application to communication concepts covered by the textbook.</p>	<p>The individual speech teachers will be primarily responsible for formulating and assessing discussion and assignments. The media department will be responsible for providing video equipment to record the student speeches and will provide assistance to students in the areas of creating transparencies, slideshows, and/or videos for their presentations.</p> <p>The dean will be responsible for funding the budget appropriately to include the purchase of equipment and videos for classroom use.</p>	<p>(a) (b) These goals may be accomplished in one semester, although the inclusion of an additional speech course (Speech 1315) may be added to the course offerings as an elective in order to aid students in further enhancing their public speaking skills.</p> <p>(c) The purchase of needed equipment will be made early in the fall 2005 semester as the new budget is implemented.</p>	<p>The selection of a comprehensive textbook with technology-based ancillaries was approved in the fall 2004 semester. The current text will be used to provide appropriate instruction in communication competence, utilizing equipment purchased by the department.</p>	<p>#2 Expand intellectual, artistic, cultural, and personal enrichment opportunities and maintain extracurricular learning experiences for all students.</p> <p>#5 Review and modify academic courses and programs relating to the students' achievement of course competencies, acquisition of general knowledge, preparation for completion of advanced courses and degrees, and achievement of appropriate levels of competence in communication and computation.</p> <p>#9 Enhance the facilities and equipment of the institution to ensure that the appropriate physical environments are in place to support learning, teaching, and decision making.</p>

✓ Results of Assessment

Describe Impact of Assessment Findings

X	Fully Attained	<p>Utilizing the PowerPoint presentations provided by the publisher of the textbook (and the notebook computer and projector provided by the department) and TurningPoint software, which allows the instructor to daily review and test information presented in class, and a greater focus on group learning have created a more learning-centered environment in the classroom. Students use the visual presentation to guide their note-taking, and assessing understanding through daily quizzes taken using a remote control device stimulates students' involvement in the classroom. Providing incentives that encourage students to access chapter outlines and review quizzes on the Internet using the publisher's website seems to have spurred greater study habits in some students. Those students who lack engagement but desire to be engaged have tools to aid them and encourage their intellectual growth.</p> <p>The skills learned in speech courses include interpersonal and small group communication skills, conflict strategies, and public speaking skills. All of these skills are necessary to be successful in personal, academic, and professional situations.</p>
	Partially Attained	
	Not attained	