

Washtenaw Community College Comprehensive Report

COM 101 Fundamentals of Speaking Effective Term: Fall 2024

Course Cover

College: Humanities, Social and Behavioral Sciences

Division: Humanities, Social and Behavioral Sciences

Department: Communications, Media & Theatre Arts (new)

Discipline: Communication (new)

Course Number: 101

Org Number: 11500

Full Course Title: Fundamentals of Speaking

Transcript Title: Fundamentals of Speaking

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Three Year Review / Assessment Report

Change Information:

Course description

Outcomes/Assessment

Objectives/Evaluation

Rationale: The Course Syllabus has not been reviewed for approximately five years due to the retirement of the Course Lead and Assessment has not been conducted for the Course for approximately the same period of time.

Proposed Start Semester: Fall 2024

Course Description: In this course, students prepare and deliver a minimum of four oral presentations with emphasis on topic selection, message development, outlining and visual preparation skills. Audience engagement strategies, organizational best practices, active listening and effective delivery skills are introduced and applied. Students will explore how effective communication skills contribute to workplace success and how to articulate their communication competency to potential employers.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 Student: 45

Lab: Instructor: 0 Student: 0

Clinical: Instructor: 0 Student: 0

Total Contact Hours: Instructor: 45 Student: 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites**General Education****MACRAO**

MACRAO Humanities

General Education Area 2 - Speech

Assoc in Applied Sci- Area 2

Assoc in Science - Area 2

Assoc in Arts - Area 2

General Education Area 6 - Arts and Humanities

Assoc in Applied Sci - Area 6

Assoc in Science - Area 6

Assoc in Arts - Area 6

Michigan Transfer Agreement - MTA

MTA 2nd Eng Comp or Speech

MTA Humanities

General Education Area 8 - 2nd Writing or Communication/Speech

Assoc in Applied Sci - Area8

Assoc in Art - Area8

Assoc in Science - Area8

Request Course Transfer**Proposed For:**

Eastern Michigan University

Ferris State University

Grand Valley State University

Jackson Community College

Kendall School of Design (Ferris)

Lawrence Tech

Michigan State University

Oakland University

University of Detroit - Mercy

University of Michigan

Wayne State University

Western Michigan University

College for Creative Studies

Central Michigan University

Student Learning Outcomes

1. Prepare an extemporaneous speech outline which incorporates research and documentation.

Assessment 1

Assessment Tool: Outcome-related written assignment

Assessment Date: Winter 2026

Assessment Cycle: Every Three Years

Course section(s)/other population: Random selection of students in all sections

Number students to be assessed: A minimum of 90 students.

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of students sampled will score 73% or higher.

Who will score and analyze the data: Departmental faculty

2. Deliver an extemporaneous speech to an audience.

Assessment 1

Assessment Tool: Outcome-related activity form

Assessment Date: Winter 2026

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: A random sample of 20% of students

How the assessment will be scored: Departmentally-developed rubric

Standard of success to be used for this assessment: 70% of students sampled will score 70% or higher.

Who will score and analyze the data: Departmental faculty

Course Objectives

1. Demonstrate how to narrow a speech topic for a specific audience.
2. Construct a speech outline of the main points within the body of a speech.
3. Develop a complete plan for a speech introduction.
4. Develop a complete plan for a speech conclusion.
5. Construct a bibliography in a standard academic format.
6. Apply best practices for the construction of visual aids for a speech.
7. Deliver a speech containing a standard introduction.
8. Deliver a speech containing main points.
9. Cite sources of researched evidence for main points within a speech.
10. Deliver a speech containing a standard speech conclusion.
11. Integrate visual aids into a speech.
12. Demonstrate verbal and nonverbal skills during the delivery of a prepared speech.

New Resources for Course

Course Textbooks/Resources

Textbooks

Valenzano III, Broeckelman-Post, M, A., J.M. Braden, S. W.. *The Speaker's Primer*, 3rd ed.
Southlake, TX: Fountainhead Press, 2020, ISBN: 978168036877.

Manuals

Periodicals

Software

Equipment/Facilities

Level III classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Bonnie Tew</i>	<i>Faculty Preparer</i>	<i>Jun 23, 2023</i>
Department Chair/Area Director: <i>Allison Fournier</i>	<i>Recommend Approval</i>	<i>Jul 05, 2023</i>
Dean: <i>Victor Vega</i>	<i>Recommend Approval</i>	<i>Jul 06, 2023</i>
Curriculum Committee Chair: <i>Randy Van Wagnen</i>	<i>Recommend Approval</i>	<i>Feb 14, 2024</i>
Assessment Committee Chair: <i>Jessica Hale</i>	<i>Recommend Approval</i>	<i>Feb 16, 2024</i>
Vice President for Instruction: <i>Brandon Tucker</i>	<i>Approve</i>	<i>Feb 19, 2024</i>

Washtenaw Community College Comprehensive Report

COM 101 Fundamentals of Speaking Effective Term: Spring/Summer 2020

Course Cover

Division: Humanities, Social and Behavioral Sciences

Department: Communication, Media & Theatre Arts (new)

Discipline: Communications (new)

Course Number: 101

Org Number: 11500

Full Course Title: Fundamentals of Speaking

Transcript Title: Fundamentals of Speaking

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Three Year Review / Assessment Report

Change Information:

Consultation with all departments affected by this course is required.

Other:

Rationale: Update textbook information.

Proposed Start Semester: Fall 2019

Course Description: In this course, students will prepare and deliver oral presentations on various topics. Topic selection, message development, outline and visual preparation will be covered, as well as how to engage the audience through appropriate delivery skills. Students will also learn essential listening and organizational skills useful in communication and applicable to the real world. This course is intended to help students become better overall communicators.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

General Education

MACRAO

MACRAO Humanities

General Education Area 2 - Speech

Assoc in Applied Sci- Area 2

Assoc in Science - Area 2

Assoc in Arts - Area 2

General Education Area 6 - Arts and Humanities

Assoc in Applied Sci - Area 6

Assoc in Science - Area 6

Assoc in Arts - Area 6

Michigan Transfer Agreement - MTA

MTA 2nd Eng Comp or Speech

MTA Humanities

General Education Area 8 - 2nd Writing or Communication/Speech

Assoc in Applied Sci - Area8

Assoc in Art - Area8

Assoc in Science - Area8

Request Course Transfer**Proposed For:****Student Learning Outcomes**

1. Prepare an extemporaneous speech specific to a situation and audience.

Assessment 1

Assessment Tool: Speech preparation paperwork

Assessment Date: Fall 2020

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: A random sample of 20% of students

How the assessment will be scored: Rubric

Standard of success to be used for this assessment: 70% of students will score 70% or higher

Who will score and analyze the data: Departmental faculty

2. Deliver an extemporaneous speech to an audience.

Assessment 1

Assessment Tool: Updated COM101 Assessment Activity Form (updated 2017) developed by department faculty

Assessment Date: Fall 2020

Assessment Cycle: Every Three Years

Course section(s)/other population: All sections

Number students to be assessed: A random sample of 20% of students

How the assessment will be scored: Rubric

Standard of success to be used for this assessment: 70% of students will score 70% or higher

Who will score and analyze the data: Departmental faculty

Course Objectives

1. Demonstrate how to narrow a topic that is specific to a situation and audience.
2. Develop a speech outline.
3. Construct an introduction.
4. Construct the body.
5. Construct a conclusion.
6. Construct a bibliography.
7. Use visuals in a speech.
8. Use researched information in a speech.
9. Deliver a speech in accordance with organizational structure.
10. Use verbal and nonverbal skills in a prepared presentation.

11. Demonstrate listening skills.
12. Identify elements of informative speaking.
13. Deliver an informative speech.
14. Identify elements of persuasive speaking.
15. Deliver a persuasive speech.

New Resources for Course

Course Textbooks/Resources

Textbooks

Valenzano, J.M. Braden, S, W. Broeckelman-Post, M, A.. *The Speaker's Primer*, 2nd ed. Southlake, TX: Fountainhead Press, 2016, ISBN: 978-1-68036-3.

Manuals

Periodicals

Software

Equipment/Facilities

Level III classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer: <i>Bruce Hackmann</i>	<i>Faculty Preparer</i>	<i>Sep 13, 2019</i>
Department Chair/Area Director: <i>Allison Fournier</i>	<i>Recommend Approval</i>	<i>Sep 16, 2019</i>
Dean: <i>Scott Britten</i>	<i>Recommend Approval</i>	<i>Sep 18, 2019</i>
Curriculum Committee Chair: <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Oct 24, 2019</i>
Assessment Committee Chair: <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Nov 08, 2019</i>
Vice President for Instruction: <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Nov 08, 2019</i>

MASTER SYLLABUS

Course Discipline Code & No: COM 101 Title: Fundamentals of Speaking Effective Term Fall 06
 Division Code: HSS Department Code: COM Org #: _____
 Don't publish: College Catalog Time Schedule Web Page

Reason for Submission. Check all that apply.
 New course approval Reactivation of inactive course
 Three-year syllabus review/Assessment report Inactivation (Submit this page only.)
 Course change

Change information:
Minor changes (corrections, editing, clarification)
 Course discipline code & number (was _____)
 Course title (was _____)
 Course description
 Course objectives (minor changes)
Major changes (reviewed by Curriculum Committee.)
 Credit hours (credits were: _____)
 Total Contact Hours (total contact hours were: _____)
 Distribution of contact hours (contact hours were:
 lecture: _____ lab _____ clinical _____ other _____)
 Pre or co-requisites
 General Education Distribution Course: Add Remove
 Honors section approval
 Change in Grading Method
 Objectives
 Other _____

For major changes, consultation with all departments affected by this course is required.

Rationale for course or course change. Attach course assessment report.

Approvals Department and divisional signatures indicate that all departments affected by the course have been consulted.

Department Review by Chairperson New resources needed All relevant departments consulted
 Print: BRUCE HACKMAN Signature Bruce Hackman Date: 10-13-05
 Faculty/Preparer
 Print: PAULETTE GROTRIAN Signature Paulette Grotrian Date: 10-31-05
 Department Chair

Division Review by Dean Request for conditional approval
 Recommendation Yes No ISAH 11/01/05
 Dean's/Administrator's Signature Date

Curriculum Committee Review
 Recommendation Tabled Yes No [Signature] 4/10/06
 Curriculum Committee Chair's Signature Date

Vice President of Instruction Approval
 Approval Yes No Roger M. Palocz 4/11/06
 Vice President's Signature Date

Do not write in shaded area.
 Entered in: Banner _____ C&A Database 4/10 Log File 4/12/06 Basic skills spreadsheet updated Contact fee

Please return completed form to the Office of Curriculum & Assessment. Rec'd 11/2/05 IEC

MASTER SYLLABUS

Course Discipline & No.: COM 101 Title: Fundamentals of Speaking

Credit hours: <u>3</u> If variable credit, give range: ___ to ___ credits	Instructor contact hours per semester: Lecture: <u>45</u> Lab: _____ Clinical: _____ Practicum: _____ Other: _____ Total contact hours: <u>45</u>	Are lectures, labs, or clinicals offered as separate sections? <input type="checkbox"/> Yes - lectures, labs, or clinicals are offered in separate sections <input checked="" type="checkbox"/> No - lectures, labs, or clinicals are offered in the same section	Grading options: <input type="checkbox"/> P/NP (limited to clinical & practica) <input type="checkbox"/> S/U (for courses numbered below 100) <input checked="" type="checkbox"/> Letter grades
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Prerequisites. Select one:

- College-level Reading & Writing
 Reduced Reading/Writing Scores
 No Basic Skills Prerequisite
 COMPASS Reading _____ (College-level Reading and Writing is not required.)
 COMPASS Writing _____

In addition to Basic Skills in Reading/Writing:

Level I (enforced in Banner)

Course/Test	Grade/Score	Concurrent Enrollment
_____	_____	<input type="checkbox"/>
<input type="checkbox"/> and <input type="checkbox"/> or _____	_____	<input type="checkbox"/>
<input type="checkbox"/> and <input type="checkbox"/> or _____	_____	<input type="checkbox"/>

Corequisites (must be enrolled in this class also during the same semester):

Level II (enforced by instructor on first day of class)

Course	Grade/Score
_____	_____
<input type="checkbox"/> and <input type="checkbox"/> or _____	_____
<input type="checkbox"/> and <input type="checkbox"/> or _____	_____
<input type="checkbox"/> and <input type="checkbox"/> or _____	_____

Enrollment restrictions (In addition to prerequisites, if applicable.)

- Instructor consent required
 and or Admission to program required
 Program _____
 and or Other (please specify):

Please send syllabus for transfer evaluation to:

Insert course number and title you wish the course to transfer as.

- EMU as _____
 UM as _____
 MSU as _____
 _____ as _____
 _____ as _____
 _____ as _____

Conditionally approved courses are not sent for evaluation.

Add to General Education distribution

(Select one area)

- Writing Nat. Sci.
 Speech Soc./Behav/ Sci.
 Math Arts/Hum.

Courses must meet all criteria.

1. Is a standard introductory course in the discipline
 2. Has a verified transfer acceptance
 3. Meets the critical thinking requirement
 4. Assesses academic achievement
 5. Covers minimum knowledge/skills

Honors section. Not all criteria are required. Check relevant items.

1. Emphasis on primary source materials
 2. Emphasis on independent study/research
 3. Greater rigor of course materials
 4. Interdisciplinary approach
 5. Development of critical thinking skills
 6. Additional course objectives
 7. Additional instructional methods
 8. Satisfaction of the service component

MASTER SYLLABUS

<p>Course discipline code & number COM 101</p>	<p>Course title Fundamentals of Speaking</p>	<p>Credit hours 3</p>
<p>Course description Brief statement of the purpose and content of the course. (Please limit to 500 characters.)</p>	<p>Through the use of practical experience, students acquire the essential speaking and listening skills which are the most sought-after skills in the work world. Students work to relieve the stress which the average person encounters in public speaking. Students will learn organizational and delivery skills, as well as gaining a heightened awareness of the relationship between a speaker and an audience.</p>	
<p>Course outcomes List brief statements that indicate what students will know and be able to accomplish as a result of taking the course. These outcomes will be common across all sections, instructors, settings, and terms. Indicate how these outcomes will be assessed to determine student achievement.</p>	<p>Common outcomes expected in all sections of the course (usually 2-5) Prepare an extemporaneous speech. Present an extemporaneous speech.</p>	<p>Assessment Method The student will deliver an extemporaneous speech that will be critiqued by the instructor. The instructor will fill out a COM 101 Assessment Activity Form.</p>
<p>Content outline Indicate the major instructional objectives that support the course outcomes given above. These objectives will be common across all sections, instructors, and terms. Indicate how instructors will know the degree to which each objective is met for each student.</p>	<p>Common Instructional Objectives expected in all sections of the course (usually 2-4 per outcome) #1. Demonstrate how to prepare for a speech. Demonstrate how to narrow a topic that is specific to a situation and audience. Develop a speech outline. Construct an introduction. Construct the body. Construct a conclusion. Construct a bibliography. #2. Demonstrate how to deliver a prepared presentation. Use visuals. Use researched information in a speech. Deliver a speech in accordance with organizational structure. Use verbal and nonverbal skills in a prepared presentation.</p>	<p>Evaluation Method Written outline assignment, apply analysis to student speech. Written outline assignment, describe the sections of a speech. Instructor critique of at least 4 different extemporaneous speeches delivered by the student. Demonstrate the use of verbal and nonverbal skills during student speech.</p>

MASTER SYLLABUS

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List all new resources needed for course, including library materials.

Student Materials:

<p>List examples of types</p> <ul style="list-style-type: none"> Texts Supplemental reading Supplies Uniforms Equipment Tools Software 		<p>Estimated costs.</p> <p>\$</p>
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Equipment/Facilities: Check all that apply. (All classrooms have overhead projectors and permanent screens.)

Check level only if the specified equipment is needed for all sections of a course.

Level I classroom
Permanent screen & overhead projector

Level II classroom
Level I equipment plus TV/VCR

Level III classroom
Level II equipment plus data projector, computer, faculty workstation

- Off-Campus Sites
- Testing Center
- Computer workstations/lab
- ITV
- TV/VCR
- Data projector/computer
- Other _____

Assessment Plan:

	Learning outcomes to be assessed	Assessment tool	When assessment will take place	Course section(s) or other population (e.g. graduating students) to be assessed	Number of students to be assessed
Sample	Demonstrates ability to solve quadratic equations	Departmental exam	Fall 2004; every three years thereafter	Random sample of sections	100
1	Demonstrate the ability to Narrow a Topic and write an Outline in preparation of a speech.	Final speech Student Classroom Assessment Activity	Fall 2005; every three years there after	Random sample of sections	100 - 150

MASTER SYLLABUS

2	Demonstrate their Presentation skills in a prepared presentation.	Final Speech: Student Classroom Assessment Activity			
3	Demonstrate the use of visuals and researched information during a prepared presentation	Final speech: Student Classroom Assessment Activity			
4	Deomonstrate the use of verbal and nonverbal communication during a presentation.	Final speech: Student Classroom Assessment Activity			

Scoring and analysis plan:

1. How will the above assessment(s) be scored/evaluated (e.g. departmentally developed rubric, external evaluation, other)? Please describe the scoring range to be used or include a copy of the rubric.

see attached

2. What will the standard of success be for this assessment (e.g. 75% of students must meet all learning outcomes)?

2.0 on each scale

3. Who will score and analyze the data?

The department

4. How and when will the assessment results be shared with the department and/or other involved faculty?

Information will be shared at the first department meeting in the following semester.

MASTER SYLLABUS

5. What additional assistance, if any, will the department/area require to complete this assessment?

none