

PALM BEACH STATE COLLEGE

SPEECH CLUSTER MEETING MINUTES

October 29, 2013

1:00-4:00 p.m.

BA 109

ITEM 1. Welcome and Introductions

Discussion:

Data/data source: (where appropriate)

Action: Everyone present introduced themselves and indicated which campus they represented. The cluster wished Marcie Pachter and Victor Gent a “Happy Birthday.”.

ITEM 2. Approval of the Agenda

Discussion:

Data/data source: (Agenda Presented by the Chair.)

Action: Lori Crane moved that the agenda be accepted as presented. Marcie Pachter seconded the motion. The motion passed by acclamation.

ITEM 3. Approval of the minutes from the August 20, 2013 meeting.

Discussion:

Data/data source: (Minutes presented online by the 2013-14 scribe Joe Millas)

Action: The cluster approved the minutes by online acclamation.

ITEM 4. Update textbook selection for use by all adjuncts and any full-time faculty who choose to use it – survey results reported by Megan Tomei.

Discussion: Megan reported that the survey she conducted among the adjunct faculty from all campuses resulted in 21 responses. She said there were some responses that indicated a concern that a chapter on the media was not included in the book. Marcie indicated that Cengage has always made available books with chapters added online, if we wanted that. We could preview an online chapter on media. Leonie said that COMM2 did have a version with an online chapter dealing with media, but no one wanted to use it. Dr. Mark Kattoura, who teaches as an adjunct on the Gardens campus, said he found typographical errors in the online quizzes and felt that we should want better quality assurances from the publisher. Lori said if the cluster feels we should empower a sub-committee to look into these concerns, we need to be sure there are adjuncts on the committee. Steve asked if the cluster is sure we really need to go through that process. Marcie indicated Cengage has a 2-year rollover sequence for its editions of COMM and the cluster should be sure, since we would be adopting COMM3 in the second year of the sequence, that there would be enough copies for our students for three years, which is the timing the college wants for reviewing texts. She suggested that Leonie could talk to Diana about assurances regarding availability, price guarantees and a chapter on media..

Data/data source: (Survey results presented by Megan Tomei.)

Action: Marcie offered a motion to have Leonie speak to Diana, our Cengage rep, regarding the issues we have and communicate the results of that conversation to the cluster. Megan seconded the motion and it passed without dissent.

ITEM 5. Common Assessment for SPC 1017 Course Learning Outcome and creation of a conversion scale to reflect competency based on student pre-test scores on the PRCA-24.

Discussion: Victor spoke to the wisdom of using the PRCA-24 instrument for measuring communication competency. He referred to the words of the PRCA-24's designer, Dr. James McCroskey, who warned that the instrument should not be employed if the researcher is concerned with actual communication performance. Victor pointed out that Dr. McCroskey said the instrument was designed to be used as a measure of self-perception, not communication competence. David said it appeared the cluster would need to re-word everything regarding the tool it had approved in August. Leonie said it might be possible that the cluster could change the tool in the spring, but we might be stuck with the instrument for the fall. However, Victor reiterated his previous statement from McCroskey that the PRCA-24 was not designed to be used to measure competence. Marcie said she had deep reservations about using the PRCA-24 and Victor said he felt very

uncomfortable using it for the purpose the cluster had intended. Lori observed that the cluster was being pushed to do something and that we need to plan out what we're going to do in light of this information. Michelle indicated that she, too, had reservations about using this tool. Steve suggested that we come up with our own 5-point scale.

Data/data source: Discussion of the PRCA-24 by its originator, Dr. James McCroskey.

Action: Victor offered a motion as follows: "Due to the fact that the instrument selected (PRCA-24) does not serve our purposes, we will set aside the survey." Sharon seconded the motion. It passed without dissent..

ITEM 6. Process for accessing cluster funds.

Discussion: Interim Associate Dean Sheila Scott-Lubin, reported on the Cluster Funds and presented handouts regarding the funds and their use. The cluster funds presently total \$14,121.63. She presented two documents which deal with accessing the funds and how they made be used..

Data/data source: Documents presented by Interim-Associate Dean Shelia Scott-Lubin.

Action: Victor will review the documents and report back to the cluster at its next meeting. The cluster will revisit the subject at its next meeting. Marcie offered a motion that the cluster table the issue until the next meeting. David seconded the motion. It passed unanimously..

ITEM 7. Report on the FCA Convention by Megan Tomei.

Discussion: Megan presented a brief report on her attendance at the Florida Communication Association convention. She was involved in two presentations and indicated that she would send power point presentations from each of them to the cluster members.

Data/data source: Power point presentations to be sent by Megan.

Action: The cluster applauded Megan's successful participation.

ITEM 8. Announcements.

Sharon announced that the Palm Beach State College newspaper, the Beachcomber, had won five awards in a recent competition for college student news organizations. Sharon serves as the advisor for the Beachcomber.

OTHER. Sharon offered a motion to adjourn the meeting. Several members seconded the motion and it passed by acclamation.

Attendance: Leonie Escoffery, Cluster Chair, Lori Crane. Victor Gent, Marcie Pachter, Elizabeth (Sharon) Martin, Steve Frishman, Michelle Biferie, David Rossman, Megan Tomei, Dave Childers, Dr. Mark Kattoura, Joe Millas, Scribe. Guests: Shelia Scott-Lubin.

Submitted by:

Joe Millas, Scribe

c. Minutes Distribution List