

PALM BEACH STATE COLLEGE

[CLUSTER/COMMITTEE] MEETING MINUTES
[Speech Communication]
March 19, 2013
1:00-4:00 p.m.
Lake Worth Campus BA 109

ITEM 1. Approval of the Agenda

Discussion: Several items were added to the agenda—contract update, newsletter, and textbook selection for adjuncts

Data/data source: Agenda dated March 19, 2013

Action: Motion to approve the amended agenda. Motion passed unanimously

ITEM 2. Welcome and Introductions

Discussion: Cluster members and guests introduced themselves

Data/data source: None

Action: Everyone was welcomed and special mention was made of our three new full-time Speech faculty members –Michelle Biferie, Dave Rossman, and Megan Tomei

ITEM 3. Minutes

Discussion: The Minutes from October 9, 2012 were reviewed

Data/data source: Speech Communication Cluster Minutes dated October 9, 2012

Action: No changes were made. The Minutes were unanimously approved

ITEM 4. Identify or develop a *course* learning outcome within each general education course that measures the general learning outcome.

Discussion: The Speech and English clusters met together to decide on the general Education learning outcome for the area of communication. The clusters selected “**Demonstrate effective communication skills for a variety of audiences**” The speech cluster then met on its own and discussed the choice of a particular, measurable learning outcome for SPC 1017.

Data/data source: Course learning outcomes for SPC 1017 as posted in the College Catalog

Action: The Cluster selected “Demonstrate how to effectively manage communication anxiety” The Cluster felt that there was a credible and recognized instrument that would allow for the collection of quantifiable data to measure student progress in terms of communication anxiety -- The Personal Report of Communication Apprehension (PRCA)

ITEM 5. Speech Contest Update

Discussion: There was an update from Central campus. Lori reported that she had been working with Steve Brahlek –(Honors English) to host a debate tournament to be held this semester on a Saturday. Unfortunately there was not enough interest from students to support it, but they will pursue it again next year and try to market it more vigorously –with assistance from Cluster members to help with promoting the event.

Data/data source: None

Action: None

ITEM 6. SPC 1017 Online Update

Discussion: Cluster members engaged in a very productive discussion about the challenges related to offering SPC 1017 online. The most fundamental concern--which is related to the course learning objectives--is still the issue of finding an appropriate live audience for the performance of the student speeches. Steve (Frishman) reiterated that despite the significant audience related challenges it is still very important for us to be able to offer an online speech class to the technology driven 21st century student. It also fulfills the College’s mission for an accessible education. Michelle (Biferie) raised the point of the integrity of what it means to deliver a public speech and how to accurately assess the effectiveness of the student’s speech if the online instructor cannot see the faces of the audience and their responses to the message. She emphasized that we need to ensure that pedagogy drives the technology and not the other way around. There was some discussion about hybrid courses forming a bridge between fully online and face-to-face courses.

Data/data source: None

Action: David (Childers) volunteered to research articles exploring the challenges, benefits, and best practices for teaching the Fundamental Speech class online. He will share his research with the Cluster online and at the next meeting

ITEM 7. **Speech class for non-native speakers**

Discussion: Nothing to report at this time. The cluster will continue to explore the feasibility and need for what could be a 1 credit “bridge” class that would not replace SPC 1017 but gives non-native speakers the opportunity to improve their oral skills in English and reduce the considerable communication anxiety that they experience. A course like this would also tie into the learning outcome focus selected by the cluster.

Data/data source: None

Action: None

ITEM 8. **Cengage Contract update**

Discussion: Lori reported that the Cengage contract/service agreement draft had been submitted to the Administration for approval. However, the Administration feels that the contract is now out of date and they would require an updated version before they review it. Lori proposed that the Cluster decide if we should re-submit an updated version –the current contract is a year old. Marcie (Pachter) made a motion that we continue for the remainder of the 3 year adoption term without a contract as we have done for the past two years. David (Childers) seconded the motion. There were 9 “Ayes” and 1 “No” –Lizbeth (Martin). The motion passed.

Data/data source: None

Action: None

ITEM 9. **Cluster Chair and Scribe for 2013-2014**

Discussion: In keeping with the established Speech Cluster tradition the cluster member who follows the current chair (Lori) in terms of longevity is nominated as Cluster chair, and the member following the nominee in terms of longevity would then be nominated as scribe. Marcie made a motion to nominate Leonie (Escoffery) –the current scribe to be Cluster Chair and Joe (Millas) to be the Scribe for the 2013-2014 1 year term. Meagan (Tomei) seconded the motion. It passed unanimously.

Data/data source: None

Action: None

ITEM 10. Newsletter

Discussion: Lori advised the cluster that Professor Matt Klauza from the English cluster was planning to produce a newsletter to keep Communication faculty in touch with each other – personally and professionally. He was planning to do it for the English cluster but would like to include Speech if the cluster was interested. Cluster members could submit information and articles to be included in the newsletter. Cluster members had a very positive response to the suggestion.

Data/data source: None)

Action: Lori was asked to let Professor Klauza know that the Speech cluster enthusiastically welcomed being included in the distribution list for the new communication newsletter.

ITEM 11. Textbook selection for SPC 1017 for Adjunct instructors

Discussion: As mandated by the College each Cluster must select a district-wide textbook for adjunct instructors to use for the courses that they teach. For Speech that would be the textbook for SPC 1017. Lori reminded us that it is important to include the adjunct instructors in the decision making process and suggested that the Cluster poll adjuncts to see how they feel about the current text. Marcie mentioned that we are in the 2nd year of the 3 year cycle so at the very least we would have to adopt the new edition if we decide not to change the text. It was recommended that there be a Textbook Selection Subcommittee to begin the process. Marcie Pachter, Megan Tomei, and Dave Rossman volunteered to serve on the committee.

Data/data source: None

Action: The subcommittee will create a survey to poll the adjunct instructors and send it to the campus department chairs for distribution to their adjuncts.

ITEM 12. Thanks to our Cluster Chair

Discussion: The Cluster members gave Lori a resounding vote of thanks for her excellent service as Cluster Chair for 2012-2013. Leonie was also thanked for her service as cluster scribe.

Data/data source: None

Action: None

ITEM 13. Announcements

Discussion: Elizabeth Martin announced that the Beachcomber had lost funding for the AP wire, and was in great need of student writers. She also mentioned the possibility of developing a writing lab that would help to guide students in the direction of writing for the College paper. A fully online Beachcomber is also being considered. Cluster members agreed to encourage their students to consider writing for the Beachcomber. Lizbeth was thanked for the excellent work that she is doing with the paper.

Data/data source: None

Action: None

Attendance:	Lori Crane, Chair	Dave Rossman	Steve Frishman
Marcie Pachter	Michelle Biferie	Elizabeth Martin	Dave Childers
Megan Tomei	Joe Millas	Victor Gent	Leonie Escoffery, Scribe

Submitted by:

Leonie Escoffery

Leonie Escoffery,
Scribe

cc: Minutes
Distribution List