

**Palm Beach State College**  
**SPEECH COMMUNICATION CLUSTER MEETING MINUTES**  
**Speech Communication**  
**March 25, 2010**  
**1:30-3:30 p.m.**  
**Held in BA 109 (Lake Worth Campus)**

**ITEM 1. Minutes**

Discussion: The minutes from the October 27, 2009 cluster meeting were reviewed. After discussion about the content of Item #6 in those minutes, they were approved with the exception of Item #6 which will come up for discussion under old business during today's meeting.

Data source: Copy of the March minutes

Action: Motion by Russal to approve the October 27, 2009 Minutes as submitted, with the exception of Item #6. Seconded by Escoffery. Seven voted in favor of the motion. Frishman and Gent opposed the motion. Levin and Wolesensky abstained from voting. Motion carried

**ITEM II. A. Old Business – Communication Strategies/Developmental Course**

Discussion: Marcie Pachter reported on her meeting with Cathy Gamble about piloting a developmental course. She explained how a pilot course is adopted which includes researching the state college system to see if a similar course is offered somewhere else and then working to justify articulating the course. If we can justify that the course will articulate as either a 1 hour or 3 hour course we could proceed with its development.

Nancy Levin reported on her NCA Panel and said it wasn't very helpful to her for gaining information about what others are doing in this regard. She said she has decided to use this topic as the basis for some graduate research as she works on her PhD and will keep us posted and involved with that.

Data source: None

Action: A motion by Pachter to table the discussion was seconded by Levin and approved unanimously.

**ITEM II. B. Old Business – Textbook Adoption Discussion to Amend Item 6 on Minutes from October 27, 2009 Meeting**

Discussion: Marcie Pachter, Lori Crane and Joe Millas said that they recalled a discussion at the October 27, 2009 meeting where we all approved the adoption of the new "Woods Gone Wild" looseleaf version of the textbook. There was no consensus in the group that such a

discussion and subsequent adoption occurred, since some campuses are using the unbundled version of the textbook; some are requiring use of online materials that are available by using the code in the loose leaf version. Victor Gent noted that some professors may prefer the looseleaf version, but that not all do, and urged against adopting a standardized format for the text, even though we are all using the same textbook. The online resource access code is the only difference between the two formats. Otherwise, the content is identical. This discussion does not change the textbook adopted for the course (Woods, 5<sup>th</sup> edition) – simply the options which will be available to students in each campus bookstore.

Data source: October 29, 2009 Meeting Minutes (Item 6).

Action: A motion was made by Nancy Levin to allow Department Chairs, in consultation with full-time faculty at each campus to decide which format of the Wood text (5<sup>th</sup> edition) and ancillaries will be ordered for their campus. Motion was seconded by Childers and was approved unanimously.

### **ITEM III. New Business – District Item: General Education Assessment**

The General Education Assessment Committee has selected two learning outcomes for the College to target for improvement. They are: **Communications:** Develop effective reading, writing, speaking, listening, and nonverbal communication skills for a variety of audiences. **Quantitative Reasoning:** Use college-level mathematical concepts and methods to understand, analyze, and explain issues in quantitative terms. The cluster was asked to address the following items:

**Please indicate what has been done this semester, or this past fall, in your cluster (or individual classes) to support these two general education learning outcomes? Be specific.**

Discussion: Since our courses are communication courses, the following items were identified as activities included in courses which support the outcomes:

#### **Communications Outcome:**

In-class speeches and oral presentations; class discussions about and activities related to listening skills; in-class discussions and in-class group presentations; assigned readings in addition to the text; assessment of nonverbal skills used during oral presentations

#### **Quantitative Reasoning Outcome:**

Accurate use of statistics in speeches; interpreting statistics for use in speeches; use of probability and logical reasoning in speeches and written work; audience analysis which makes use of statistical analysis; evaluating and interpreting statistics to make them meaningful for audience members

Data/data source: District cluster agenda materials and General Education Assessment Results Summary Tables from Helen Shub.

Action: Development of items shown in discussion above.

**What will be done in your cluster, or individual classes, next fall semester that is new to support these two learning outcomes? Be specific.**

Discussion: We will continue to use review and integration of new communication materials in our courses and continue to adopt new technology that improves learning outcomes, including use of electronic files of speeches which students will watch and assess to improve their skills at self-improvement of communication behaviors.

Data/data source: None

Action: As noted above.

### **ITEM III. B. New Business – Appointment of Cluster Chair and Scribe for 2010/11**

Discussion: It was decided that we would continue the traditional rotation for assigning Chair and Scribe which would make Wolesensky Chair for 2010/11 and Childers the Scribe for 2010/11.

Data source: None

Action: Motion by Crane that Bobette Wolesensky rotate into the Chair position for 2010/11 and that David Childers rotate into the Scribe position for 2010/11. Motion seconded by Gent and carried unanimously.

### **ITEM IV.A. Other Business – Speech Contest**

Discussion: Leonie Escoffery announced that The Peggy Raker Memorial Speech Contest will be held on April 22 from 6-9 p.m. in SC169 at Palm Beach Gardens. Cengage will provide \$350 for cash prizes which will be supplemented by Cluster funds to allow for the following cash prizes: 1<sup>st</sup>: \$200; 2<sup>nd</sup>: \$100; 3<sup>rd</sup>: \$50; \$25 each for 4<sup>th</sup>, 5<sup>th</sup> & 6<sup>th</sup>. The publisher will also provide trophies for the 1<sup>st</sup> through 5<sup>th</sup> place finishers. Student speeches should be 5 minutes long and have at least 3 sources. There will be no penalty assessed if the speech is from 4:30-5:30 minutes, but a 10% deduction will be made for every 30 seconds over 5:30 up to 7 minutes. At 7 minutes the speaker will be disqualified. Certificates for all participants will be made by Marcie Pachter and David Childers. Student Activities and the publisher will provide refreshments.

Data source: None

Action: Crane made a motion that the topic for this year's contest be: Resolved: Implementing the DREAM Act would be beneficial to the U.S. Seconded by Russal. Carried unanimously.

Frishman made a motion that we fund supplement the \$350 publisher's funds with \$75 to allow for the prizes noted in the Discussion above. Motion seconded by Pachter. Carried unanimously. Escoffery will work with Diane Bifano, Cluster Liaison, to secure these funds.

Motion by Pachter that the Lake Worth Campus be allowed \$200 in Cluster funds to fund prizes and incidental expenses for the "pre-contest" they will do to narrow their field of participants down. Seconded by Wolesensky. Carried unanimously. Pachter will work with Diane Bifano, Cluster Liaison, to secure these funds.

Motion made by Crane and seconded by Gent that up to \$100 in Cluster funds be provided to Escoffery for incidental expenses which will come up in planning the contest. Any

expenditures up to this amount will be documented and coordinated by working with Diane Bifano, Cluster Liaison to secure the funds.

#### **ITEM IV. B. Other Business – Textbook Revision Committee**

Discussion: We will need to review and adopt a new textbook for the Fall 2011 term, so that discussion needs to be opened in the Fall 2010 to allow time for review of materials. It was decided that the new Chair (Bobette Wolesensky) will identify a date, time and location for a meeting during Fall Convocation Day so we can come up with a policy and committee for the process.

Data source: None

Action: Wolesensky will identify and time and place for a meeting (perhaps a lunch meeting) during Fall Convocation in August 2010.

#### **ITEM IV.C. Announcements**

Discussion: The Cluster thanked Sharon Martin for serving as Chair during the 2009/10 Academic Year.

Lori Crane noted that Bobette Wolesensky, Stephen Frishman and Sharon Martin have been awarded tenure.

Sharon Martin announced that the Beachcomber, for which she is advisor, won a regional award and Luana Gonclaves, layout editor, won an award for an article she wrote about Professor Manley.

Sharon Martin announced that the Professor of the Year selection process has been changed and is now being handled as a student-driven “people’s choice” type of award.

Data source: None

Action: None necessary

#### **OTHER.**

<b>Attendance:</b>	Stephen Frishman	Leonie Escoffery	
Bobette Wolesensky		Marcie Pachter	S. Lizbeth Martin
(Scribe)	Lori Crane		(Chair)
Joe Millas	Kim Kamuca		
Barry Russal	Nancy Levin		
Victor Gent	David Childers		

Submitted by: Bobette Wolesensky

Bobette Wolesensky  
Scribe

cc: Academic Minutes Distribution List