



Speech Cluster Meeting Minutes
August 19, 2016
10:45 am – 12:40 pm
Lake Worth Campus – BA 210

ITEM 1. Welcome

Discussion: Cluster was welcomed back by Chair Steve Frishman, and the new faculty member from the Boca campus, Dr. Rhonda Trust-Schwartz, gave a brief self-introduction.

Data/data source: n/a

Action: n/a

ITEM 2. Approval of minutes from March 24, 2016 meeting.

Discussion: Victor Gent expressed concern about some of the language used in District Item 1 regarding cluster recommendations about textbook affordability –the concern was that the use of the word “should” made the recommendations seem more like cluster mandates rather than suggestions. It was agreed that the Minutes should be revised to replace “should” with “could” in the 5 listed recommendations.

Data/data source: 3/24/2016 Minutes presented via e-mail, and a copy was presented at the meeting

Action: The cluster approved the revised minutes by acclamation. Leonie Escoffery (Acting Scribe) will submit the revised Minutes

ITEM 3. Textbook Adoption Policy 2016/17

Discussion: Associate Dean Sheila Scott-Lubin asked Cluster members to review and revise the Speech Cluster’s textbook adoption policy because the procedure that is listed online is outdated (2002), and does not reflect the policy that the Cluster currently follows. Several cluster members recalled that the Cluster had already formally changed the process and we were surprised to learn that the outdated policy was still listed online. Marcie Pachter noted that when the Cluster revised the policy it had been done by e-mail vote, and there should be past emails and Minutes that detail the changed policy. Lori Crane has a thorough compilation of past Cluster emails, and offered to review her records to find the revised policy.

Marcie Pachter volunteered to revise the wording on the outdated cluster textbook adoption policy by amending the “Procedure” and “Rationale” to reflect the current practice where the Cluster follows the College policy of selecting a district-wide text to be used by adjunct instructors teaching SPC 1017. However, full-time instructors may select

their own text (or have the option of not using a textbook) for SPC 1017 as well as for any elective Speech courses that they teach. Adjunct instructors teaching elective Speech courses may choose their own text with the approval of the respective Department Chair for Speech.

Data/data source: Palm Beach State College website –Academic Affairs

Action: Lori Crane moved that Marcie Pachter would update the Speech Cluster textbook Adoption Policy, and then send the revised policy to Cluster members for approval via email, prior to submitting it to Associate Dean Sheila Scott-Lubin. The motion was seconded by Megan Tomei, and passed unanimously,

ITEM 4. Textbook Selection Process 2016/17

Discussion: Steve Frishman asked the Cluster to consider whether a 3 year review of the SPC 1017 textbook to be used by adjunct faculty should be automatic. Most Cluster members felt that doing a periodic review was helpful. A lively discussion ensued about how to proceed in terms of the selection process. Lori Crane suggested that the Cluster should not initially limit the search to a specific number of texts, but stay open to what is available on the market. After an initial comprehensive review the Cluster could select a limited amount of texts to be considered for a final vote. Lori was told by the LW bookstore manager, Tiffany Chapman, that the bookstore would be able to assist the Cluster by providing information on price-points, mark-ups, packaging information (eg. e-books could be packaged for as little as \$18). Lori volunteered to be the liaison with the bookstore as part of the review process.

The Cluster clarified the steps to move forward in terms of textbook selection for fall 2017-(bearing in mind that the ordering deadline for fall is April 15, 2017). A textbook selection subcommittee was formed to review and bring recommendations to the next Cluster meeting. Victor Gent was asked to Chair the subcommittee as he had graciously done a lot of the initial legwork contacting book reps and procuring copies of textbooks for faculty to review (including adjunct faculty at each campus). Michelle Biferie, Lori Crane, and Megan Tomei volunteered to serve on the subcommittee.

Data/data source: n/a

Action: Marcie Pachter moved that the new Textbook Selection (for adjunct faculty teaching SPC 1017) Subcommittee provide a timeline for the process of textbook selection, and send that timeline to the Cluster via email in a couple of weeks. The motion was seconded by Leonie Escoffery, and passed unanimously.

ITEM 5. Revision and Approval of SPC 1017 Learning Outcomes

Discussion: The Cluster thoroughly reviewed and discussed each of the proposed learning outcomes for SPC 1017. Rhonda Trust-Schwartz, who has had a lot of experience in assessment and developing learning outcomes, emphasized the importance of using wording that leads to measurable outcomes (Bloom's Taxonomy was an excellent resource for the draft and revision). The revised learning outcomes are as follows:

Proposed Learning Outcomes for SPC 1017

1. Describe the communication process and its ethical application across contexts
2. Describe the subjective nature of perception and its effect on intra and interpersonal communication
3. Recognize and demonstrate effective nonverbal communication skills
4. Demonstrate effective listening skills
5. Describe and apply effective interpersonal communication behaviors
6. Identify and demonstrate the fundamental elements of small group communication
7. Analyze and adapt messages to effectively communicate with diverse audiences
8. Create and deliver presentations using credible research, effective writing and organizational structures
9. Manage communication anxiety

Data/data source: Draft of revised SPC 1017 Course Learning Outcomes

Action: Marcie Pachter moved that the Cluster approve the revised SPC 1017 Learning Outcomes. The motion was seconded by Victor Gent, and passed unanimously. Chair Steve Frishman will submit the revised Learning Outcomes to the Curriculum Committee for approval.

ITEM 6. General Education Embedded Assessment for fall 2017

Discussion: Participating in the General Education Assessment process has given the Speech Cluster an opportunity for review, reflection, revision, and growth. The SPC 1017 general education course provides an excellent introduction to the discipline of Communication, and refining the learning outcomes will help us to give students a clearer understanding of what they will achieve upon completion of SPC 1017. One of the results of this process was that the Speech Cluster realized that we were assessing improvement rather than competence. Marcie Pachter got permission from the Director of Assessment to allow the Speech Cluster to continue to work to complete the revision of all of our SPC 1017 learning outcomes. Once that is completed the Cluster will then pilot in fall 2016 or spring 2017 an assessment of the revised SPC 1017 learning outcome that is chosen by the cluster for embedded general education assessment.

Data Source: n/a

Action: Marcie Pachter moved that at the next Cluster meeting we develop a pilot instrument to be used for assessment of one of the revised SPC 1017 course learning outcomes. The motion was seconded by Lori Crane, and passed unanimously.

ITEM 7. Speech Contest 2016/17 – Participation of textbook vendors

Discussion: Associate Dean Sheila Scott-Lubin advised the Cluster that she was in the process of clarifying whether or not vendors can participate in activities like the Speech Contest in terms of providing food and prizes. The question has been raised because of legal concerns that there could be a conflict of interest or influence when textbook adoptions are being decided. Leonie Escoffery asked the Cluster to consider whether we should continue to hold a district wide annual speech contest or have campuses hold their own contest if there was sufficient interest. Several members expressed a preference for continuing the district competition as it was more exciting and prestigious. Lori Crane suggested that instead of a speech competition the Cluster could have a district showcase of student speakers. The suggestion of a showcase of student speakers was very well received by cluster members.

Data Source: n/a

Action: Marcie Pachter moved that the Cluster table the decision about the speech competition (campus vs district) or speakers showcase until we received clarification from Associate Dean Sheila Scott-Lubin about what is allowed in terms of vendor support. The motion was seconded by Lori Crane, and passed unanimously.

OTHER: Adjournment. Laurie Crane motioned, Marcie Pachter seconded. All voted in favor at 12:40 pm.

Attendance:

Steve Frishman (Chair)

Leonie Escoffery (Acting Scribe)

Marcie Pachter

Lori Crane,

Michelle Biferie,

David Childers,

Victor Gent,

Megan Tomei

Rhonda Trust-Schwartz

Guests: Associate Dean Sheila Scott-Lubin

Absent: Sharon Martin, David Rossman

Submitted by:

Leonie Escoffery, Acting Scribe

c. Minutes Distribution List