

M.A.G.I.C.: Moving a Generation in Communication
A Quality Enhancement Plan

Executive Summary

As a part of the reaffirmation process, LeMoyne-Owen College developed a Quality Enhancement Plan (QEP) with a focus toward improving students' speech and oral presentation skills. To select an appropriate topic, the College engaged in broad-based institutional process, which included (1) reviewing its Mission and strategic and operational plans; (2) conducting surveys of campus constituencies; (3) facilitating focus groups of campus constituencies; (4) examining past campus initiatives that focused on student learning and reviewed data on student success in classes that incorporated written and oral communication.

Based on the results of its investigation, the College determined that the topic for the QEP will be communication. Academic Council (comprised of academic division chairs, the registrar, the director of enrollment management, the director of institutional research, head librarian, the director of the Accelerated Degree Program, and the director of the African American Center), the Faculty Instructional and Development Committee, one of the College's standing committees which examines faculty development, and selected faculty and staff determined that focused topic would center on improving students' oral presentation skills.

The Vice President of Academic Affairs, then, appointed a cross-campus committee, the QEP Advisory Team, to develop the QEP. With a focus on improving oral communication, the QEP centers around four goals:

Goal #1 Build systematically students' skills in improving speaking abilities

Student Learning Outcome #1: Students will demonstrate improvement in vocal variety (pitch, pace, volume), pronunciation, or articulation at the end of each course.

Student Learning Outcome #2: Students will demonstrate a distinguishable level of improvement in vocal variety (pitch, pace, volume), pronunciation, and articulation at the end of the freshman and sophomore years.

Goal #2 Improve students' presentation skills

Student Learning Outcome #1: Students will demonstrate continued improvement in vocal variety (pitch, pace, volume), pronunciation, and articulation.

Student Learning Outcome #2: Students will demonstrate improvement in aspects of verbal and nonverbal delivery (appearance, mannerisms, posture, movement and gestures, eye contact, and facial expression) and speaking preparation at the end of each course.

Goal #3 Improve students' presentation of ideas to a variety of audiences

Student Learning Outcome #1: Students will demonstrate improvement in their ability to present in a variety of venues, using the techniques and oral presentation skills that they have learned.

Student Learning Outcome #2: Student will enhance their speech delivery by reviewing either video or audio recordings of their presentations for feedback.

Goal #4 Build a communication infrastructure that is designed to allow students more opportunities to present and receive valuable feedback

Student Learning Outcome #1: Students will demonstrate improvement in self-evaluation of their presentations by reviewing their presentations.

Student Learning Outcome #2: Students will make specific modifications and determine strategies for changes in future presentations

The title of the QEP for LeMoyne-Owen College is *M.A.G.I.C.: Moving a Generation in Communication*. The title reflects the spirit of the College's mascot, *the Magician*, but, more importantly, speaks to helping students understand the power of the spoken word. Though effective communication appears to be magical, students will learn that with the right skills, they can shape ideas, concepts, and initiatives by communicating effectively. Therefore, the primary goals of the QEP are to build systematically students' skills in speaking abilities and to enhance students' presentation skills.

LeMoyne-Owen College
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