QEP Document Development Team Agenda
(September 21, 2011: 2:00-3:30 pm)

• Clarification: What do we mean by “multimodal” communication? (Sellnow)
• Unit Visits and PR Update (Snow)
• Discuss & Revise the Builder’s Draft (All)
• October: Discuss and Revise Assessor, Financer, and Promoter Drafts
• FAQ: What do we mean when we say “multimodal” communication across the curriculum?
1) Multimodal:
   a) Mode: a particular type or form of something
   b) Multi-modal: at least two types or forms of something

2) Communication:
   a process of managing messages for the purposes of creating meaning

3) Multimodal Communication:
   at least two types or forms of communication (in our case – THREE types: written, oral, and visual)
Modes

- Written (words/reading)
- Oral (vocalized/hearing)
- Visual (nonverbal/graphic/seeing)
interact, participate, collaborate, coordinate

One-to-One
conversation, phone, email, instant messaging (IM)

Few-to-Few
group discussion, email, listserv, blog, IM chat room, team project management

Many-to-Many
enterprise content management (ECM), social networks, wiki, forum, listserv, learning management system (LMS)

Many-to-Few
service portal, online survey, help desk, customer relationship management (CRM)

One-to-Few
classroom lecture, email, listserv, blog, personal web site, podcast

One-to-Many
mass communication, web site, blog, listserv, newsletter, mass email tools, radio, tv, newspaper, podcast

private, personal

public, general

publish, distribute, broadcast
Intrapersonal/Private-to-self
(reflection, comprehension, analysis)

Small Group/Few-to-few

Interpersonal/One-to-one
(form & maintain relationships - acquaintances, colleagues, friends, intimates)

Public/To-many
(unified message to many - public speaking, mass, performance studies)
Channels

• Static/Flat Print
  – (e.g., research paper, lab report, essay, news or opinion article, greeting card, billboard, letter, poster, flyer, brochure, speech transcript, photograph, diagram, chart, graph, illustration)

• Face-to-Face
  – (e.g., conversation, consultation, debate, small group discussion, group symposium or panel discussion, public speech)

• Digital
  – (e.g., television, cell/telephone, computer, internet)
• Facebook: UK-MCXC
• Unit Visits Update
• **PR Update**
  – Recordings
  – Focus Groups
  – Logo/Slogan/Brand Contest?
  – Other?
Purpose
Prepare University of Kentucky undergraduate, graduate, and professional students to employ effective integrated oral, written, and visual communication skills (as producers and critical consumers) as expected of professionals in their chosen fields.
Rationale

1) It’s what employers want
2) We need to do a better job
3) UKCore (vertical integration)
4) GWR to CRM
5) We’re among the trendsetters
Focus

Faculty Development
• To help design communication-based instruction, assignments, and assessment tools

Student Tutoring
• To help create and refine classroom communication projects (flat/static print, face-to-face, digital/online)
Faculty Development

1. Collaborate with CELT to Provide Consultations and Workshops

2. Faculty Fellows Program (3 cohorts) (see chart)
   - Year 1: Attend workshops and revise syllabus; collect baseline data (cognitive, affective, behavioral)
   - Year 2: Implement course changes; collect data to assess (cognitive, affective, behavioral); consultant peer mentor
   - Year 3: Assess and compare two sets of data; consultant peer mentor
Student Tutoring

• Lab Facility Options
  – One centrally-located “Center” with satellite labs from “partner” units across campus
  – Three centers (north, central, south) and satellites across campus
  – Re-purpose the basement in Wm T. Young to include MCXC Center (for either of the above options)
  – Re-purpose Academic Enhancement (the Study) to include MCXC Center
• Lab Staffing Options

— Peer Tutors: assist fellow students with lower-division course projects (100-level and 200-level)

— Peer Mentors: assist fellow students with upper-division course projects (300-level and 400-level)

— Graduate Mentors: help train and supervise peer tutors and mentors; assist with workshops

— Post doc Mentors: help train and supervise peer tutors and mentors; assist with workshops
• Collaborate with Academic Enhancement and the Writing Center to develop and employ “best practices” for....
  – Recruiting, Training, Supervising, and Paying....
  – Tutors and Mentors
MCXC Program Administration  
(under the Provost’s Office)

• **Program Director**
  – Full time tenured faculty member with appropriate expertise in both program administration and multimodal communication
  – Hired to oversee all facets of the MCXC program, including development & extramural funding

• **Interdisciplinary Advisory Board**
  – 10-15 expert faculty and staff representing a broad cross-section of the UK campus who will provide input and direction for the program
MCXC Program Administration (Continued)

• **Assoc. Director/Student Services**
  – Reports to director; maintains status in home unit
  – Annual Stipend or DOE adjustment: TBD

• **Assoc. Director/Faculty Services**
  – Reports to director; maintains faculty status in home unit
  – Annual Stipend or DOE adjustment: TBD

• **Assoc. Director/Assessment**
  – Reports to director
  – ½ time MCXC Assessment; ½ time Univ. Assessment
• Post to Sharepoint for Feedback (by Oct. 5)
  – Assessor Draft (Faculty Development, Student Tutoring, Program Administration)
  – Financer Draft (Ideal and Bare Bones Options)
  – PR Campaign Plan Draft
• Feedback on these drafts (by Oct. 12)
• Next Meeting: TBD (Oct. 17-21)
• Thanks for your hard work!