SACS Leadership Team: QEP Update
Oct. 5, 2011

Dr. Deanna Sellnow and Dr. Diane Snow, Co-Chairs
Overview

1. Campus-wide updates
2. Some *issues*
3. Topic development and the 100 p. document
Campus-wide updates
Our QEP is MCXC! What in the world is that?

Dr. Deanna Sellnow and Dr. Diane Snow, Co-Chairs
What is a QEP?

• **Quality Enhancement Plan**
• One of **12 core requirements** for SACS Reaffirmation of Accreditation:
• “... a carefully designed course of action that addresses a well-defined and focused topic or issue related to enhancing student learning” (SACS Handbook for Reaffirmation of Accreditation, 2007, p. 3).
What is our QEP?

- Multimodal Communication Across the Curriculum (MCXC)

Why am I here today?

- To provide information
- To generate a “buzz”
• How did we get to where we are today?
Fall 2009: Pre-Planning Team - Developed Plan and Timeline

Spring & Summer 2010: Topic Selection Team Collected Big Ideas and Identified 6 Themes

Fall 2010: Topic Selection Team Examined Proposals, Invited White Papers, and Forwarded Four to SLT

Spring 2011: Document Development Team is Now Drafting the 100 page QEP document for SACS
• Why Multimodal Communication Across the Curriculum?
• We can give you 5 good reasons.
Reason #1) It’s what employers want.

Association of American Colleges and Universities (Hart, 2007)
Reason #2) 2009 Follow-up . . .

- “[Only] one in four employers thinks . . . colleges are doing a good job” (p. 2).
- 89% said colleges should place greater emphasis on developing students’ “ability to effectively communicate orally and in writing” (p. 9).
- 81%: critical & analytical reasoning skills
Reason #3) UKCore

Design principle #3 (vertical integration)
Learning outcome #2 (written, oral, and visual communication)

Reason #4) Graduation Writing Requirement (GWR)
Communication Requirement in the Major (CRM)
Reason #5) We’re Number 1!
• Sounds good, but what will this MCXC actually look like?
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)
Fall 2011: Draft QEP
PR Campaign
QEP Updates

Spring 2012: Vet, revise, and finalize the QEP

Fall 2012: Approval Process

January 2013: Due to SACS!

April 9-11, 2013: SACS Team Visit
Quiz time!
Thoughts?
Questions?
www.uky.edu/SACS
The D&D Show

• http://www.youtube.com/watch?v=KR1u8xqFtNc
Issues:

- Membership
- Getting everyone on the same page
- PR – slogan/catch phrase/logo
• PPT recommended DDT be small team of mainly content experts, with *ad hoc* teams as resources

• However, extensive interest on part of many individuals and units resulted in DDT expansion

• **SOLVED:** Met with Senate Council 10-3-11; approved membership; now moving on....
What do we mean when we say “multimodal” communication across the curriculum?
1) Multimodal:
   Mode: a particular **type** or **form** of something
   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

Oral
(vocalized/hearing)

Written
(words/reading)

Visual
(nonverbal/graphic/seeing)
**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
Intrapersonal/Private-to-self
(reflection, comprehension, analysis)

Small Group/Few-to-few
(to accomplish a common purpose: family, social, support, service, work)

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

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)
Everyone wants a piece of the action now...

me, too.
Public Relations

- Facebook: UK-MCXC
- Videos/Articles
- Focus Groups
- Logo/Slogan/Brand (Contest?)
• The 100-page document:
  – What we plan to do
  – On what rationale/data are we basing that plan
  – How will we assess success
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

It’s what employers want
We need to do a better job
UKCore (vertical integration)
GWR to CRM
We’re among the trendsetters
Structure

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)
   - 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
Where we are right now:

- 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 required on drafts by Oct. 12

- Next Meeting/Discussion:  Week of Oct. 17

- D&D continuing to write document draft