

# **Grambling State University (QEP)**

## **Elevating Oral Communication to the Top of the Class: Speak On It...**

### **EXECUTIVE SUMMARY**

The purpose of GSU's QEP is to foster student mastery of oral communication and its' fluidity regardless of the setting, mode of delivery and irrespective of the students' academic major. With the elimination of the Speech/Public Speaking requirement from the General Education curriculum in 2009, there is an increased need for a structured approach to ensure that students attain competencies in communication that will have a positive impact on student learning, institutional success rates, as well as marketability/employability of GSU graduates. National research among stakeholder groups such as faculty, employers and students, documents the need to strengthen students' communication skills, which will prepare them for success throughout their college experience, as well as their professional entrance into the career of their choice. The QEP has evolved from institutional need and data, as well as a diligent and collaborative selection process, which included key stakeholder involvement and representation. As an institution of the 21st century of higher learning, GSU is compelled to effectively prepare and produce a student equipped to be competitive in the global marketplace. Thus, the Quality Enhancement Plan (QEP), *Elevating Oral Communication to the Top of the Class: Speak On It...* provides GSU the opportunity to focus direct attention on a leading soft skill required of college graduates and by prospective employers across industries and sectors. The intentional infusion of specific oral communications-based learning outcomes delivered in the University College's First Year Experience 101 and 102 courses, will establish a clear framework for broad impact in key areas of competency and student learning.

The QEP's overarching goal is:

**To produce effective, competent, and confident oral communicators.**

This goal includes four (4) student learning outcomes (SLOs) and focuses on the integration of the SLOs in the University College First Year Experience curriculum. This component will establish foundational skill building and awareness related to speaking and presentation skills among the freshman population. Specific and collaborative co-curricular activities are also included in this component.

**QEP Goal: To produce effective, competent, and confident oral communicators.**

**SLO 1:** Students will identify their apprehension as related to oral communication.

**SLO 2:** Students will use key delivery oral communication techniques (i.e. maintain eye contact, vocal variety, use of appropriate gestures, etc.)

**SLO 3:** Students will identify appropriate presentation styles by audience (setting, audience types).

**SLO 4:** Students will develop and execute speeches.



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