

**Mastering Communication NOW; Improving Nonverbal, Oral and Written Communication Skills**  
Executive Summary

South Piedmont Community College (SPCC), a member of the North Carolina Community College System (NCCCS), is located southeast of Charlotte, NC and serves Union and Anson Counties. As a multi-campus institution, we provide instruction to over 9,500 students each year, including 4,369 curriculum students and 5,786 continuing-education students in 2021-2022. SPCC is a comprehensive college that provides education and training for students in academic transfer pathways, workforce development, adult basic skills, continuing education, and early college programs. Currently, the college offers education and training for 41 associate degrees, 12 diplomas, and 79 certificate programs. SPCC strives to serve the community by providing exceptional educational, workforce-based, and programmatic opportunities that meet the needs of all stakeholders.

After thorough research and data analysis, SPCC has decided to focus the 2024 QEP on the topic of improving student communication skills across the curriculum. Titled *Mastering Communication NOW: Improving Nonverbal, Oral, and Written Communication Skills*, the QEP will launch a Multimedia Information and Communication Center (MIC Center), which will provide stakeholders with strategic support using various initiatives and programs to cultivate increased learning related to communication and information literacy.

Mastering effective communication skills (nonverbal, oral and written) is a key component to student success both during their time within academia, as well as in their future career paths. Through internal research, SPCC finds that students are not always equipped with the communication skills to be successful in their courses, degree pathways, transfer destinations, future workforce placement, and within their personal lives. Therefore, SPCC's goal is to ensure that students are equipped with the communication tools and skills they need to be successful NOW! The 2024 QEP will focus on the following Student Learning Outcomes (SLO).

**Students will demonstrate mastery of effective communication by:**

- SLO1: Applying the appropriate style, context, and delivery techniques for an intended audience. (Delivery)
- SLO2: Ethically utilizing credible and relevant resources to support arguments in their message. (Information Literacy)
- SLO3: Presenting content using established conventions, effective visual aids, and appropriate organization strategies. (Development)

To ensure SPCC strategically improves Student Learning in the areas outlined above, SPCC will establish a communication center with integrated support and services related to communication competencies. Support services associated with the MIC Center will be accessible to all students regardless of location and modality. Through the MIC Center, SPCC will launch a professional development campaign to support communication across the curriculum and promote discipline-specific writing skills. SPCC will also pilot a Professional Learning Communities (PLC) model with a targeted focus on the courses related to communication and information literacy. Additionally, SPCC will review internal assessment practices, develop norming standards to ensure inter-rater reliability, and ensure the ongoing improvement of student learning through various direct and indirect assessment strategies. Lastly, SPCC will provide strategic support and supplemental services to ensure students learn the necessary communication skills they need to be successful in their classes at SPCC and beyond. Questions about the QEP may be directed to Ms. Connie Gardner, Director, Communication (MIC) Center & QEP at IGardner@spcc.edu.