Chancellor’s General Education Advisory Committee
Distance Delivery of Oral Communication
May, 2013

Background
In determining which courses at California Community Colleges may be applied toward Area A1 (Oral Communication) of the GE Breadth transfer curriculum, the CSU looks for learning objectives as generally recognized by the discipline. Following are key examples of what students learn in an oral communication course with a public speaking emphasis:

- Select an appropriate topic for the purpose, audience and occasion of the presentation.
- Research, develop, and evaluate a variety of supporting materials from print and online sources.
- Organize the message into a cohesive outline in support of a thesis.
- Choose language suitable for the audience and occasion.
- Practice presentations to edit unnecessary content and/or becoming familiar with the message.
- Use effective delivery skills while minimizing distractions.
- Incorporate audio or visual aids to enhance the audience's understanding.
- Listen critically to presentations to provide useful feedback to the speakers.

On direction from discipline faculty, the CSU has historically held that several of these objectives couldn’t be met by courses offered entirely on-line. Approved courses required students to make substantial presentations to faculty and fellow students in real time and in the same physical location.

As technology and norms of communication evolve, CSU faculty are now asking reviewers to accept a limited number of on-line courses in oral communication, as a means of helping both segments gather evidence of their value.

Criteria for Review
Staff reviewers will continue to look for in-person delivery of speeches for most courses in Area A1. However, the CSU will also approve a limited number of courses delivered entirely on-line. Experimental on-line courses should be designed so that:

1. Learning objectives are those of coursework in formal oral communication, rather than those of interpersonal communication. (See the list above.)
2. Outcomes are systematically assessed.
3. Students continue to approximate the experience of public speaking. For example, the college may require that students make one of the later speeches to an audience of at least ten people who are also visible on camera, and whose feedback afterward is captured and available to faculty.

For any courses offered under this experimental arrangement, the CSU will invite college instructional faculty to participate via conference call in an upcoming meeting of the Chancellor’s General Education Advisory Committee.

CSU Campuses

Bakersfield  Fresno  Monterey Bay  San Francisco
Channel Islands  Fullerton  Northridge  San José
Chico  Humboldt  Pomona  San Luis Obispo
Dominguez Hills  Long Beach  Sacramento  San Marcos
East Bay  Los Angeles  San Bernardino  Sonoma
Maritime Academy  San Diego  Stanislaus
Committee, to share professional judgment and any evidence of improved access or learning that results from the approach.

**For Courses with Existing Approval That Offer On-Line Sections**
Colleges should notify the CSU that some sections of an approved course will be offered on-line, and request authorization to recognize those sections toward certification of the GE Breadth transfer curriculum. Notification can be submitted through the Articulation Officer Comments box in OSCAR, and authorization will be granted following review of a general brief proposal that complies with the components listed under the Criteria for Review section of this memorandum. The college and the CSU will agree to a fixed number of terms, if any, during which sections using entirely on-line delivery will be authorized for GE articulation to the CSU, and will agree to the details of any additional reporting expected.

**For New Courses**
New Communication course proposals submitted for approval intended to be offered in either entirely online, hybrid or the traditional on ground format, can incorporate the components for the fully online modality on the new course outline of record, and note in the Articulation Officer Comments box that fully online sections will be offered. The college and the CSU will agree to a fixed number of terms, if any, during which sections using entirely on-line delivery will be authorized for GE articulation to the CSU, and will agree to the details of any additional reporting expected.

**Intention of the Limited Approval**
CSU faculty want to learn whether on-line delivery can successfully meet the learning objectives of Area A1 Oral Communication in the GE Breadth curriculum. Any additional reporting requested under this arrangement will be intended to inform all parties of what the colleges learn.

Because this is experimental, GEAC expects that enrollment limits in the on-line sections will be comparable to limits in face-to-face sections. Experimental sections should conform to current best practices in on-line education. Course outlines proposed for this experimental offering will immediately advance from staff review to review by faculty in oral communication, at least two from the CSU and at least one from the California Community Colleges.

A list of approved courses will be published with other oral communication approvals on ASSIST, and separately at sites like calstate.edu/transfer and California Virtual Campus, for ready use by students and counselors.