

## Public Speaking Center Yearly Report - 2015-2016

The Public Speaking Center had a productive year supporting student success. The Center had a record number of UWL student visits, organized 40 public speaking workshops, and received positive feedback and support from the UWL community. This report offers a summary of growth, activities, assessment results, and goals.

### **CONTINUED GROWTH**

During the 2015-2016 academic year, the Public Speaking Center had a record number of UWL student visits, courses that utilized the Center, and peer consultants working in the Center.

|  | <b>2012-2013</b> | <b>2013-2014</b>  | <b>2014-2015</b>   | <b>2015-2016</b>  |
|--|------------------|---|--|---|
| <b>Usage/visits by UW-L students</b>   | 150              | 521   | 1,277  | <b>1,561</b><br><small>(749 in Fall 2015 &amp; 812 in Spring 2016)</small>  |
| <b>Courses that utilize the Center</b> | CST 110          | CST 110, CST 190, CST 260, CST 499, ESL 250, EFN 205, PSY 347, SPE 531, THA 110 | BUS 230, BUS 735, BUS 750, CST 110, CST 210, CST 230, CST 260, CST 350, ECO 471, ESL 250, IS 330, IS 755, MGT 308, MGT 449, MKT 309, MUS 110, Celebration of Research and Creativity, Conference presentation, Public Speaking Competition | BIO 491, BUS 230, BUS 300, CS 370, CS 551, CST 110, CST 210, CST 260, CST 330, CST 392, CST 301, CST 412, CST 498, CST 499, EDS 203, ECO 340, ECO 499, ENG 110, ENG 332, ENG 338, ESL 200, ESL 250, ESL 253, ESS 446, HIS 490, MGT 308, MGT 409, MKT 309, MUS 301, PSY 434/534, RTH 456, SOC 200, UWL 100, College Writing Symposium, Public Speaking Competition, La Crosse Toastmasters, West Salem Dual Credit Course, Commencement Speakers |
| <b>Trained peer consultants</b>        | 3                | 7   | 14   | <b>19</b>   |

### **ADVOCACY PROMOTING EFFECTIVE COMMUNICATION**

The Center organized and/or facilitated 40 public speaking workshops as a service to the UWL campus. Formal and informal feedback from students and instructors was positive. See the Appendix for more detail.

| <b>Number of workshops</b> | <b>Workshop Topics</b>  | <b>Courses/Events</b>  | <b>Number of students who attended a workshop</b> |
|----------------------------|---|--|---|
| <b>40</b>                  | Managing speaking anxiety<br>Delivering effectively<br>Engaging the audience<br>Developing content<br>Organizing ideas<br>Using visual aids<br>Persuading audiences | BUS 230 (15 sections)<br>MKT 309 (7 sections)<br>CST 110 (7 sections)<br>CHM 271 (2 sections)<br>MGT 100 (2 sections)<br>ECO 301 (1 section)<br>ENG 334 (1 section)<br>ESL 200 (1 section)<br>Integrated Business Core (1)<br>It Make\$ Cents! (1)<br>Preparing for Persuasion (1)<br>White Hall (1) | <b>1,027</b>                                      |

## STUDENT CLIENT LEARNING GAINS & SATISFACTION

Student clients are asked to evaluate the peer consultant with whom they worked and provide feedback about the Public Speaking Center after each consultation. A total of 1,208 student clients completed a survey containing open- and closed-ended questions.

| Student client reported learning gains as a result of their consultation   |   |
|--|---|
| <p><i>Decreased public speaking anxiety</i><br/> <i>Increased strategies for finding/narrowing topics</i><br/> <i>Increased ability to develop content</i></p> | <p><i>Ability to create preparation and speaking outlines</i><br/> <i>Increased understanding source citations</i><br/> <i>Refined skills in creating visual aids</i></p> |

| Student client satisfaction   | Average score  |
|---|----------------|
| Today's consultation was helpful.   | 4.88           |
| The consultant addressed the reasons why I came in today.                       | 4.90           |
| I felt comfortable working with the consultant.                                 | 4.93           |
| The session was beneficial to my proficiency as a speaker.                      | 4.82           |
| <b>Overall satisfaction</b>   | <b>4.9/5.0</b> |
| 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree |                |

## PEER CONSULTANT LEARNING GAINS

Peer consultants complete an exit survey containing open- and closed-ended questions at the end of each semester ( $n = 27$ ).

| Peer consultant reported learning gains   |  |
|---|--|
| <p><i>Giving feedback and constructive criticism</i><br/> <i>Problem solving</i><br/> <i>Leadership</i><br/> <i>Listening</i></p> | <p><i>Critical thinking</i><br/> <i>Teaching and training</i><br/> <i>Public speaking</i><br/> <i>Public relations</i></p> |

| Peer consultant confidence  | Average score  |
|---|----------------|
| How confident do you feel in providing student clients with constructive criticism?                                     | 4.74           |
| How confident are you in your abilities to explain and demonstrate effective public speaking skills to student clients? | 4.85           |
| How confident are you in your abilities to plan and deliver a public speaking related workshop?                         | 4.41           |
| <b>Overall confidence</b>   | <b>4.7/5.0</b> |
| 1 = not confident at all, 5 = very confident  |                |

## GOALS BASED ON ASSESSMENT DATA

1. Research, select, and employ a new scheduling system (e.g., Bookeo)
2. Consider redesigning the current assessment form and process using a hard-copy intake form and anonymous Qualtrics satisfaction survey
3. Create and facilitate a training session for peer consultants that addresses best practices for working with non-native English speakers
4. Continue partnerships between peer consultants and CST 110 instructors, including a meeting with both groups to collect feedback and advice; pursue developing more partnerships outside of CST
5. Seek additional funding for peer consultants who work in the Center (via Academic Initiatives)
6. Seek funding for peer consultants to attend the annual National Association of Communication Centers conference
7. Continue to improve the aesthetics of the Center

**APPENDIX**  
**2015-2016 Public Speaking Workshops**

During the 2015-2016 academic year, the Public Speaking Center organized and/or delivered **40 workshops** at UWL. These workshops were created and facilitated by the Public Speaking Center Director, Public Speaking Center peer consultants, and instructors in the Department of Communication Studies. A total of **1,027** students participated in these workshops. This outreach and service to the university demonstrates advocacy promoting effective communication.

| <b>Date &amp; Semester</b> | <b>Course or Event</b>  | <b>Instructor or Contact</b> | <b>Workshop Topic(s)</b>   | <b>Workshop Leader(s)</b>                           | <b>Length in Minutes</b> | <b>Number of Attendees/ Enrollment</b> |
|----------------------------|---|------------------------------|--|---|--------------------------|--|
| 9/14/15                    | It Make\$ Cents! Peer Mentors   | Amanda Gasper                | Engaging your audience   | Tony Docan-Morgan, PSC Director                     | 60                       | 9                                      |
| 9/25/15                    | Integrated BUS Core: FIN 400, MKT 400, MGT 400                          | Maggie McDermott             | Public speaking skills   | Greg Ormes, CST instructor                          | 60                       | 29                                     |
| 9/28/15                    | BUS 230: Business and Economics Research and Communication - section 04 | Betsy Knowles                | Delivering effectively - use of hand and facial gestures, voice            | Tony Docan-Morgan, PSC Director                     | 55                       | 26                                     |
| 9/28/15                    | BUS 230: Business and Economics Research and Communication - section 03 | Betsy Knowles                | Delivering effectively - use of hand and facial gestures, voice            | Terry Smith, CST instructor                         | 55                       | 25                                     |
| 9/30/15                    | BUS 230: Business and Economics Research and Communication - section 06 | Mary Hamman                  | Delivering effectively - use of hand and facial gestures, voice            | Tony Docan-Morgan, PSC Director                     | 55                       | 23                                     |
| 9/30/15                    | BUS 230: Business and Economics Research and Communication - section 08 | T.J. Brooks                  | Delivering effectively - use of hand and facial gestures, voice            | Tony Docan-Morgan, PSC Director                     | 55                       | 23                                     |
| 9/30/15                    | BUS 230: Business and Economics Research and Communication - section 09 | T.J. Brooks                  | Delivering effectively - use of hand and facial gestures, voice            | Tony Docan-Morgan, PSC Director                     | 55                       | 24                                     |
| 9/30/15                    | BUS 230: Business and Economics Research and Communication - section 07 | Mary Hamman                  | Delivering effectively - use of hand and facial gestures, voice            | Terry Smith, CST instructor                         | 55                       | 24                                     |
| 10/2/15                    | BUS 230: Business and Economics Research and Communication - section 02 | Brenda Murray                | Delivering effectively - use of hand and facial gestures, voice            | Tony Docan-Morgan, PSC Director                     | 55                       | 22                                     |
| 10/2/15                    | BUS 230: Business and Economics Research and Communication - section 01 | Brenda Murray                | Delivering effectively - use of hand and facial gestures, voice            | Terry Smith, CST instructor                         | 55                       | 25                                     |
| 10/20/15                   | CHM 271: The Chemical Community - section 01                            | Janet Kirsch                 | Developing content, organizing ideas, using PowerPoint                     | Tony Docan-Morgan, PSC Director                     | 55                       | 26                                     |
| 10/20/15                   | CHM 271: The Chemical Community - section 02                            | Janet Kirsch                 | Developing content, organizing ideas, using PowerPoint                     | Tony Docan-Morgan, PSC Director                     | 55                       | 24                                     |
| 10/22/15                   | White Hall Learning Enrichment Event – open to all UWL students         | Carol Hickman                | Speaking anxiety management and improving delivery                         | Nicole Killian, PSC peer consultant                 | 60                       | 30                                     |
| 10/27/15                   | CST 110: Communicating Effectively                                      | Carrie Melin                 | Reducing public speaking anxiety   | Ellie Peters & Carly Ferguson, PSC peer consultants | 55                       | 23                                     |
| 11/13/15                   | ENG 334: Language Study for Teachers                                    | Virginia Crank               | Developing purpose statements, organizing ideas, using supporting material | Allison Shaver, PSC peer consultant                 | 55                       | 18                                     |

|          |   |                   |   |   |    |    |
|----------|---|-------------------|---|---|----|----|
| 11/30/15 | MGT 100: Intro to Business section 1                                    | Barbara Larsen    | Delivery, organization and content development, professional dress    | Greg Ormes, CST instructor  | 85 | 36 |
| 11/30/15 | MGT 100: Intro to Business section 2                                    | Barbara Larsen    | Delivery, organization and content development, professional dress    | Brandon Forcier and Fue Yang, PSC peer consultants  | 85 | 22 |
| 12/02/15 | MKT 309: Marketing Principles – section 3                               | Barbara Larsen    | Delivery, organization and content development, professional dress    | Brandon Forcier and Fue Yang, PSC peer consultants  | 55 | 35 |
| 12/02/15 | MKT 309: Marketing Principles – section 4                               | Barbara Larsen    | Delivery, organization and content development, professional dress    | Brandon Forcier and Fue Yang, PSC peer consultants  | 55 | 32 |
| 2/9/16   | ECO 301: Money and Banking  | Sheida Teimouri   | Organization, developing content, delivery, visual aids               | Brandon Forcier, PSC peer consultant  | 55 | 25 |
| 2/10/16  | BUS 230: Business and Economics Research and Communication - section 02 | Betsy Knowles     | Delivering effectively - use of hand and facial gestures, voice       | Tony Docan-Morgan, PSC Director   | 55 | 26 |
| 2/10/16  | BUS 230: Business and Economics Research and Communication - section 06 | Brenda Murray     | Delivering effectively - use of hand and facial gestures, voice       | Terry Smith, CST instructor   | 55 | 25 |
| 2/17/16  | BUS 230: Business and Economics Research and Communication - section 06 | Brenda Murray     | Delivering effectively - use of hand and facial gestures, voice       | Tony Docan-Morgan, PSC Director   | 55 | 25 |
| 2/17/16  | BUS 230: Business and Economics Research and Communication - section 07 | Brenda Murray     | Delivering effectively - use of hand and facial gestures, voice       | Terry Smith, CST instructor   | 55 | 25 |
| 2/22/16  | BUS 230: Business and Economics Research and Communication - section 03 | Mary Hamman       | Delivering effectively - use of hand and facial gestures, voice       | Brandon Forcier Mikayla Beuch, PSC peer consultants   | 55 | 25 |
| 2/22/16  | BUS 230: Business and Economics Research and Communication - section 04 | Mary Hamman       | Delivering effectively - use of hand and facial gestures, voice       | Terry Smith, CST instructor   | 55 | 25 |
| 2/24/16  | BUS 230: Business and Economics Research and Communication - section 04 | T.J. Brooks       | Delivering effectively - use of hand and facial gestures, voice       | Tony Docan-Morgan, PSC Director   | 55 | 25 |
| 2/26/16  | CST 110: Communicating Effectively                                      | Carrie Melin      | Reducing public speaking anxiety                                      | Ellie Peters Devyn Prielipp, PSC peer consultants   | 55 | 15 |
| 3/23/16  | Preparing for Persuasion – open to all UWL students                     | Tony Docan-Morgan | Topic selection, oral citations, building credibility, call to action | Kali Moublow and Tessa Kraemer, PSC peer consultants; Greg Ormes, Jerry Kember, Joseph van Oss, CST instructors | 60 | 84 |
| 3/31/16  | CST 110: Communicating Effectively – section 38                         | Pamela Morris     | Creating and using visual aids  | Ellie Peters, PSC peer consultant and Pamela Morris, CST instructor   | 60 | 23 |
| 4/1/16   | CST 110: Communicating Effectively – section 4                          | Susan Schuyler    | Monroe’s Motivated Sequence   | Samantha Mueller and Nicole Killian, PSC peer consultants   | 55 | 20 |
| 4/1/16   | CST 110: Communicating  | Susan             | Monroe’s Motivated  | Samantha Mueller and Nicole Killian,  | 55 | 20 |

|         |   |                |  |   |    |                             |
|---------|---|----------------|--|---|----|-----------------------------|
|         | Effectively – section 5                         | Schuyler       | Sequence   | PSC peer consultants  |    |                             |
| 4/1/16  | CST 110: Communicating Effectively – section 9  | Susan Schuyler | Monroe’s Motivated Sequence  | Samantha Mueller and Sarah Meyer, PSC peer consultants        | 55 | 18                          |
| 4/1/16  | CST 110: Communicating Effectively – section 13 | Susan Schuyler | Monroe’s Motivated Sequence  | Samantha Mueller, PSC peer consultant                         | 55 | 15                          |
| 4/12/16 | ESL 200: ESL Speaking/Listening                 | Beth Pogreba   | Reducing public speaking anxiety                                   | Sarah Meyer and Miles Pitman, PSC peer consultants            | 55 | 7                           |
| 4/18/16 | MKT 309: Marketing Principles – section 3       | Barbara Larsen | Delivery, organization and content development, professional dress | Brandon Forcier and Amy Struve, PSC peer consultants          | 55 | 29                          |
| 4/18/16 | MKT 309: Marketing Principles – section 4       | Barbara Larsen | Delivery, organization and content development, professional dress | Brandon Forcier and Amy Struve, PSC peer consultants          | 55 | 30                          |
| 4/25/16 | MKT 309: Marketing Principles – section 5       | Stacy Trisler  | Delivery, organization and content development, professional dress | Brandon Forcier and Lauren Bruggenthies, PSC peer consultants | 55 | 30                          |
| 4/25/16 | MKT 309: Marketing Principles – section 6       | Stacy Trisler  | Delivery, organization and content development, professional dress | Emily Edelman, PSC peer consultant                            | 55 | 30                          |
| 4/25/16 | MKT 309: Marketing Principles – section 7       | Stacy Trisler  | Delivery, organization and content development, professional dress | Emily Edelman, PSC peer consultant                            | 55 | 29                          |
|         |   |                |  |   |    | <b>1,027 total students</b> |