

# Marketing of High Communication Apprehension Class

**Operational Unit:** Communications WEC

**Unit Purpose Statement:** Our mission is to help students communicate by thinking, speaking, reading, and writing effectively.

**Initiative Contact:** Kim Long

## Expected Results and the Means of Assessment

**Expected Results 1:** Students with true high communication apprehension will be identified and enrolled in the SPC 1600 class that will focus not only on the general course outcomes, but also on helping them work through their communication apprehension.

**Means of Assessment:** We will compare enrollment from 200910 and 200920 to determine if we are reaching students with the information on the course.

**Individual Responsible:** Kim Long

**Expected Completion:** 7/1/2009

**Stakeholders:** Dr. Connie Hudspeth will be the faculty member directly involved in the High App course.

**Results:** The High App class ran in 200910 and 200920 with less than 10 students. Although both terms had successful outcomes with completion, we are not satisfied with the numbers at this point. For the fall 201010 term, the course has been developed to be fullterm, not flex. We are beginning advertisement earlier and have begun registering students in May. We will also contact students that withdraw from summer classes and see if communication apprehension was an issue. We have not fully succeeded in meeting this goal, but will continue in our efforts and marketing.

## Implementation Plan

**action:** Market the High App course to prep, SLS, and ENC 1101 classes. Work with advisors to identify students that may be helped by this particular SPC course.

**Budget Requirements:** Minor printing costs.

**Results to Improve:** We need to identify students earlier, not move them once the term has begun. Scheduling conflicts keep the students needing the course from being able to change once the term has begun.

**Changes for Next Year:** We will advertise earlier and use a full term class instead of flex.