GECC Communication Course Approval Criteria/
Information (*Revised 5/2018*)

Course Approval Criteria for C1 900, C1 901, and C2 900

The panel requires a representative instructor syllabus. Submitting a generic syllabus is acceptable if it includes all of the requirements below; otherwise, the submitted syllabus must be a current one used by an instructor.

Course Information

Submission materials (syllabus) must provide:
1. Course objectives and/or learning outcomes
2. Course schedule including speaking or writing topics covered – **this weekly/daily schedule should be detailed and go beyond chapter numbers and titles in the textbook(s)**.
3. Methods of evaluation of student learning directly linked to course objectives and learning outcomes (see evaluation section, below)
4. Grading criteria, scale, and grade weights for assignments
5. a. C1 900/R and C1 901/R: Writing assignments (with word count noted for each)
   b. C2 900: Substantive speeches (with length in minutes noted for each)
6. Contact hours
7. Title of course
8. Name of college
9. Correct IAI number within submission - does not have to be on syllabus
   ➢ Please indicate that this is a: C1 900, C1 900R, C1 901, C1 901R, or a C2 900 course. "R" stands for meeting the research paper requirement. It can be met in either 900 or 901 **or in both, but not in combination**. The documented 2,500 word multi-sourced academic research writing assignment(s) cannot be spread over both courses. Each "R" designated course must meet its own documented 2,500 word multi-sourced academic research writing assignment(s). (See "Assignments" section of "Course Approval Criteria.") Additional writing assignment requirements are necessary for every writing course. All detailed information on writing requirements are in the Assignment section of this document.
10. Submit online C2 900 courses separately (as a new course).

Catalog Description

Please provide complete catalog copy for this course.

Prerequisites

➢ Following ICCB and IBHE program guidelines, the panel does not accept writing or speech courses with prerequisites, **with the following exceptions for writing courses:**
   • the first in a two-course sequence (such as C1 900 as a prerequisite for C1 901R)
   • a screening or placement exam for admission to C1 900
➢ Courses or prerequisites that are restricted only to majors are unacceptable.

Delivery Modes

➢ **C2 900 only:**
   • Hybrid courses are defined by the panel to be courses with an online lecture and instruction portion but all speeches are given face-to-face in a classroom setting and meet all requirements, outcomes, and assignments.
   • For online speech courses, please indicate the course is an online course in the course

number or title, even if the actual course number and title are the same as the face-to-face course. This ensures the panel is properly evaluating the course. Please submit fully online courses in a separate submission from face-to- face courses. If the institution's face-to-face course is being evaluated in the ongoing review process, please separate the online section and submit it as a new course to the panel.

- For all delivery modes, the face-to-face performance of the three substantial speeches with the class and the instructor serving as an in-class audience is the preferred method of instruction. Institutions that need to accommodate students who cannot attend on campus courses may offer online sections or courses of C2 900 to supplement their face- to-face offerings. This accommodation requires that a fully online C 2900 course meet all IAI oral communication guidelines and must also meet or exceed the following criteria:

1. VENUE: Face-to-face performances (speaker and audience) are required of the three substantial speeches in an appropriate setting for a public speech, such as a workplace or community venue.

2. AUDIENCE: At least 8 individuals, aged 16 and over, must be present for the entire presentation and must be seen on camera for each performance. Audience members must be aware that they will be recorded or streamed live. Video will be viewed by the instructor and the online class. Students must define their audience (demographics and psychographics).

3. TECHNOLOGY: Technology requirements must be clearly explained to students at the beginning of the course. Students taking the fully online course are expected to utilize appropriate technology despite the challenges of access. The quality of the recording must permit clear sound and video. Speeches may not be edited. Student privacy must be protected by the institution.

Textbooks/Learning Resources: Texts reflect and support writing or speaking outcomes and requirements. As institutions pursue the opportunity to expand into online/open resource electronic text material, the panel has sought to provide some necessary guidance on citing these learning resources in submitted syllabi and documents. If any online reading or resource materials are used, a complete working url or bibliographic citation (embedded hyperlinks are acceptable) must be provided. This site/resource must be active, working, and viewable by the panel.

Student Learning Outcomes: Reflect alignment with IAI Communication Course Descriptions.

➢ **C1 900 and C1 901:** Outcomes for both writing courses must show evidence that the focus of the class is on traditional, formal, academic writing.

➢ **C2 900:** Outcomes for the speech course must show evidence that the course focuses primarily on techniques for individual public speaking.

➢ **C1 900R & C1 901R**: Outcomes for these courses should show evidence of multi-sourced academic research outcomes.

Assignments

➤ **Writing assignments:**

Writing assignments within the C1900/901 (non R) courses will be evaluated by the following criteria:

- A minimum of 4 formal/revised, college-level academic writing assignments.
- At least one essay of 1,250 words or more.
- A minimum of 5,000 total words across all formal/revised writing required within the course.

Writing assignments within the C1900R/901R courses will be evaluated by the following criteria:

- A minimum of 3 formal/revised, college-level academic writing assignments.
- The assignments must include documented, multi-source academic writing in one or two papers for a combined total of at least 2,500 words in the final, graded version(s). The 2,500-word requirement MUST be completed in ONE course.
- A minimum of 5,000 total words across all formal/revised writing required within the course.

➤ **Speech assignments:**

- C2 900 requires at least 3 substantive, face-to-face extemporaneous speeches including both informative and persuasive assignments.
- A speech is considered substantive if it is an individual presentation of at least 5 continuous minutes and requires significant attention to invention and organization.
- At least one of the substantive speeches must include multiple sources that are verbally cited.
- Group projects, debates, or similar activities qualify if they involve solo presentations of appropriate length - a continuous 5 minutes per student.
- C2 900 must focus on the development of oral communication skills. Accordingly, the focus of the class must be on the practice and development of such skills.

Evaluation

➤ For all C1 900/C1 900R and C1 901/C1 901R courses, the syllabus should indicate that a "C" or better in the course is required to receive IAI credit.

➤ For C1 900 and C1 901 courses:

- The points or percentages attached to formal, graded writing assignments must account for at least 60% of the final grade.

➤ For C1 900R and C1 901R courses:

- The points or percentages attached to formal, graded writing assignments must account for at least 60% of the final grade.
- The research paper must be a major part of the grade.
- Students must receive a "D" or higher on the research paper to get a "C" in the course.

➤ For C2 900 courses, the public speaking assignments must account for at least 50% of the final grade. This includes items such as: speeches, outlines, self-evaluations, etc.

Daily/Weekly Schedule

➤ For C1 900, C1 900R, C1 901 and C1 901R courses, schedules must show that topics, activities, and assignments focus on the practice and development of written communication skills.

➤ For C2 900 courses, schedules must show that topics, activities, and assignments focus on practice and development of oral communication skills.

Discipline Specific Concerns

➤ General Coding Practice

- A course can only be assigned to one code/description. However, multiple courses from the same institution may be assigned the same code/description.

- A student may "count" only one course per code in fulfilling General Education Core Curriculum requirements, even though an institution may have more than one course carrying that specific code. In some cases, however, students at schools on a quarter calendar may need to complete two courses to equate to a one-semester course—a common equivalency is three quarter-credit courses for two semester-credit courses.

Common Reasons Courses Are Not Approved

➤ For all writing and speech courses:
- Syllabus does not include all required information
- Course does not match description for IAI designation
  (See "Communication Course Descriptions")
- Course has inappropriate prerequisites; please see the section on prerequisites above.
- Courses do not have the appropriate grading language for IAI credit and on research writing assignments.

➤ For writing courses:
- The course lacks sufficient writing instruction
- Course focuses on topics other than writing
- Writing assignments are of insufficient length
- Writing assignments are not sufficiently weighted in final grade calculation

➤ For speech courses:
- Substantive speeches are of insufficient length
- Substantive speeches are not sufficiently weighted in final grade calculation
- Substantive speeches are not delivered face-to-face
- General purpose (informative, persuasive) of substantive speeches is unclear
- Unclear that substantive speeches are delivered individually
- Group projects, debates, or similar activities that do not have solo presentations of appropriate length - a continuous 5 minutes per student.