



**Henry Ford College**  
**Technology Investment Fund**  
**Progress Summary**

<b>NAME OF PROJECT DIRECTOR</b>		<b>SCHOOL/DEPARTMENT/DIVISION</b>
Doris Toney		School of Liberal Arts
<b>CURRENT DATE</b>	<b>SEMESTER GRANT AWARDED</b>	<b>PROGRESS REPORT STATUS</b> (Please check one of the boxes.) <input type="checkbox"/> Interim <input checked="" type="checkbox"/> Final
March 23, 2019	FALL 2017	

**PROJECT DESCRIPTION:** *Provide a brief summary of the project.*

SPOL # 1231

Purchase lecture capture system for third Speech classroom, F-205. System will be used by students to prepare and practice for extemporaneous public speaking assignments.

**ITEMS PURCHASED:** *Please indicate how you spent the funds allocated to you. Where are items purchased currently being used? (Attach a separate sheet if necessary.)*

An application was submitted in Winter 2017 for the installation of lecture capture in three classrooms; however, we received funding (\$64,000) for two -- F201 and F202. We attended the Great Lakes Regional Student Success Conference (GLRSSC) on February 16-17, 2017, where emphasis on first-generation students and how to prepare them for success in the classroom and in their desired career path were higher education priorities. Presenters discussed how we (faculty and administrators) must show students the importance of written and oral communications and critical thinking. According to one keynote speaker, oral communication ranks high on the Job Outlook 2016 Report by the National Association of Colleges and Employers. The report ranked attributes employers seek on a candidate's resume. Oral communications skills ranked 5th, and interpersonal communication skills ranked 11th. After the successful award of the first Technology Investment grant, we requested additional funding for the third Speech classroom lecture capture installation. The funding of \$20,000 was awarded for the lecture capture system in F205; installation was completed in October 2018.

**OUTCOMES EXPECTED:** *What were the outcomes/goals expected from the project as listed in your original proposal?*

As a student-centered, evidence-based college, our success is measured by the success of students. We will determine the success of the Lecture Capture Audiovisual System with the following:

- Assess students on content and delivery of a researched extemporaneous oral speech assignment, preferably persuasive speech, in SPC 131 and English 135 as well as assess students in cross-curricular courses and/or programs when applicable.
- Determine percentage of students who met the Institutional Learning Outcome of Communication - Oral: Students will effectively communicate ideas appropriate to their discipline using Standard English through written and verbal communication based on assessment.

Students enrolled in Speech are currently preparing for the persuasive speech, the most important speech assignment of any speech course, SPC 131 "Fundamentals of Speaking" at HFC.

**PROJECT EVALUATION:** *Please summarize how the project was evaluated and the result of that evaluation. What evidence do you have that the outcomes/goals were or were not met? Please include data collected – questionnaire results, etc. Were there any benefits you may not have expected? Were there any liabilities you may not have expected? Please share any strengths and weaknesses of the proposed project. Your candor will be of help to others.*

We proposed to provide opportunities to increase the success of students enrolled in the speech classes of SPC 131 and SPC 145 as well as student success in speech delivery across disciplines. The lecture capture systems and the Public Speaking Lab became operational the beginning of Fall 2018; however, the Speech instructors required training in the systems. We also experienced technical difficulties that resulted in not being able to fully use the equipment. (See Weaknesses at end of report.) Students enrolled in Speech classes have benefited from the recording of speeches through incremental improvement in speeches. The more recording and viewing opportunities students have, the better the outcome. These recording and viewing opportunities are excellent avenues for preparation, practice, and final speech delivery of graded speeches. The more speeches students deliver using the lecture capture system, the more opportunities they (students) can experience on future speeches. Also, the more speeches students complete using lecture capture, the comfort level increases (in some cases) resulting in much-improved speeches -- practice improves one's delivery and organization.

Strengths: 1) Students enrolled in Speech classes benefit from "live" lectures by the instructors. 2) Students can view automated recording of audio and video material from lectures for delivery at anytime at their own pace outside the classroom via HFC Online Moodle or internet. 3) Recorded lectures allow students to access and view recordings as often as the students desire, which aids in their retention of learning important tips in public speaking success. 4) Recorded lectures are available to students who may have been absent in the traditional classroom. 5) Recorded lectures are also shared with online classes. Care is taken to protect the identities of students when recording and using that same recording for online classes. 6) Recorded lectures meet accessibility requirements for students with disabilities.

Weaknesses: 1) The focus on cost effectiveness compromised the quality of the product in the bidding process; this resulted in a less-than-optimal end product. 2) Speech instructors required training in Yuja lecture capture. 3) Recording was not clear and continues to be a challenge; we have experienced voice echoes during playback of the recordings. 4) Playback challenges also produce grainy recording and at times poor quality of sound. 5) Low volume of student visits to Public Speaking Lab was not anticipated. To offset the low volume of student visits, we met with Marketing & Communication to devise a robust internal marketing strategy for students, faculty, and staff.