



COMM-UNITY 101

Presented By:

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Purpose and Overview

The University Outreach Coordinator works with a Communication 101 class to develop an Outreach presentation for local area middle schools as their final group project. The Coordinator meets with the student groups that are identified by the professor, approximately 4-5 times throughout the semester, in order to inform them about the purpose of outreach and how it is to be incorporated with their public speaking objectives. Because almost all forms of outreach require a public speaking of one kind or another, the job of the Outreach Coordinator is to make sure that the speakers understand the purpose of their informational presentation, their audience, delivery, props, and effectiveness through assessment. The Coordinator schedules times and locations for all outreach presentations at local area schools that are selected based on a combination of underrepresented population of students, and cooperation with schools officials.



CSUCI students share their motivational journeys to CSUCI

The reason this program has been innovative and resourceful, not to mention fulfilling for Communication 101 students, is that there is a discrepancy between the number of schools that request Outreach and the number of people and services that can provide it. Secondly, we strive as an institution to provide our students with opportunities for community civic engagement and this is only one example of that. Finally, as a young institution, we must maximize our resources. This cooperative effort allows for resources to be maximized through its co-curricular nature.

A Unique Component



This program allows the student's to put public speaking theory that they learn in the classroom to use in the real world before they even finish the class, let alone their undergraduate education. And this is not just another opportunity for them to practice their rhetorical skills; this is a chance to experience the power that their education can bring to others. While they could just prepare for an informational speech that would be typical of a Communication 101 Public Speaking course, this collaboration grants them the opportunity to combine their academic research about Outreach and deliver a presentation using their communication skills in a way that will positively effect access to higher education in their new community- Ventura County!

Assessment

The results of our assessment showed that on average 34% of the students learned about the A-G requirements which are the courses that they will need to take in order to become eligible for university admissions. Thirty two percent of the students learned about at least one of the two types of college entrance exams that they must take in order to be eligible for university admission. This project allows us to visit a school that may not have transportation funding to participate in our campus visits and that is part of the evidence of this programs success. Finally, the qualitative evidence that supports the success of this program includes the Communication 101 student summaries that outline how this project is purposeful and an intensely memorable learning experience, and also the teacher evaluations that thank us for taking the time to invest in their schools and children.



Dr. Sawyer speaking with CSUCI students

PROGRAM OBJECTIVES

- To provide Dr. Sawyer's Communication 101 students with a "real life" opportunity to display their public speaking skills through community presentations.
- To provide COMM 101 students an opportunity to participate in civic engagement and service learning.
- To inform K-8 students and COMM 101 students of A-G requirements, college entrance exams, GPA importance, California systems of higher education, and financial aid.
- To maximize opportunities between the curricular and co-curricular areas of CSUCI.
- To provide resources to inform K-8 students of Ventura County who do not have the funds to visit universities and learn about the benefits of a college education.