

**From:** Vankeerbergen, Bernadette  
**To:** [Kline, Susan](#); [Butte, Kylie](#)  
**Cc:** [Lam, Pok-Sang](#); [Haddad, Deborah](#)  
**Subject:** Communication 2540, 3331, 3554, and 2331  
**Date:** Thursday, April 20, 2017 4:11:00 PM  
**Attachments:** [image001.png](#)

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Dear Susan and Kylie,

Please find below the feedback of the SBS Panel about requests to offer Communication 2540, 3331, 3554, and 2331 (the latter with GE Social Science—Individuals and Groups) in 100% distance learning format.

1. Communication 2540: unanimously approved with three contingencies and one recommendation

Contingencies:

- Course goals need to be consistent in both the in-class and online syllabi as well as the form on curriculum.osu.edu.
- Correct the course schedule, which should have 12 weeks of classes beginning on May 10<sup>th</sup>.
- Explain how C-REP extra credit points will be allocated.

Recommendation:

- The panel recommends changing the name of the Rapid Reports to Weekly Response or Weekly Report, since students are given one week to complete the assignment.

Communication 3331: unanimously approved with five contingencies and one recommendation

Contingencies:

- Course goals need to be consistent in both the in-class and online syllabi as well as the form on curriculum.osu.edu.
- Correct the course schedule, which should have 12 weeks of classes beginning on May 10<sup>th</sup>.
- Adjust the points in the grade breakdown. Writing Assignments and the Choice Analysis are both worth 125 points, but listed as 30% and 25% of the grade, respectively. Discussion participation is worth 150 points and

30% of the total grade.

- Explain how the discussion participation grade will be evaluated.
- The student participation requirements section page 6 seems to be boilerplate language on participation. Do these requirements serve any function in this course? Are there any consequences if these requirements are not met (e.g. not logging in at least three times per week)?

Recommendation:

- The Student Academic Services statement on page 7 is repeated under Student Services. The Student Services statement should say, “The Student Service Center assists with financial aid matters, tuition and fee payments. Please see their site at: <http://ssc.osu.edu>”

3. Communication 3554: unanimously approved with two contingencies and one recommendation

Contingencies:

- Course goals need to be consistent in both the in-class and online syllabi as well as the form on curriculum.osu.edu.
- Correct the grade breakdown the syllabus. Points add up to 450 points, not 500 and percentage points only add up to 90%.

Recommendation:

- The panel recommends removing the word “requirement” from the Student participation requirements section heading on page 6 since these participation expectations do not seem to have an effect on the grade.

4. Communication 2331: unanimously approved with four contingencies and three suggestions

Contingencies:

- Course goals need to be consistent in both the in-class and online syllabi as well as the form on curriculum.osu.edu.
- Clarify the discrepancy in points between the grade breakdown and the assessment plan. The SWOT analysis is worth 100 points in the syllabus, 75 points on the sample assignment, and 150 points in the assessment plan. The Target Audience Analysis is worth 125 points in the syllabus and 150 points in the assessment plan. Or could it be that the points in the

assessment plan do not refer to course grades but to a rubric?

- The assessment plan appears to be based on grades (or is it? See bullet point above), which is not the best measure of GE ELO achievement as factors other than GE ELO fulfillment influence assignment grades. The assessment plan also mentions achieving Milestone 2, which may be a reference to a GE rubric, but no rubric is provided. Please provide a rubric.
- If the final project evaluates all three ELOs, then the table should mention this project for ELO 1.

Recommendations:

- There are a number of errors in the course learning outcomes section on page 2 of the syllabus.
  - Move the first sentence “By the end of this course, students should successfully be able to:” to the end of the first paragraph so the learning outcomes are listed directly after this statement. Remove the word “students” from the numbered list of learning outcomes that will follow this statement.
  - The first paragraph refers to Communication 3325 instead of Communication 2331.
  - Remove the reference to GEC in the first paragraph. Under semesters, we only use GE language, not GEC.
- What is each quiz worth if the lowest grade is dropped?
- The panel recommends removing the word “requirement” from the Student participation requirements section heading on page 7 since these participation expectations do not seem to have an effect on the grade.

I will return all four courses via [curriculum.osu.edu](http://curriculum.osu.edu) in a minute to enable the School of Communication to address the feedback above.

If you have any questions about this feedback, do not hesitate to contact Pok-sang Lam, or me.

Best,  
Bernadette



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