



Presentation U

The University of Kentucky (UK) Quality Enhancement Plan (QEP), **Presentation U**, is the result of a broad-based, campus-wide effort to develop a long-range strategy for improving student learning. The overarching goal of **Presentation U** is to:

Prepare students to employ effective, state-of-the-art, multimodal communication skills as expected of professionals in their chosen fields.

Presentation U builds on communication skills developed through the UK Core (general education) curriculum by targeting the development of multimodal communication skills in upper-division undergraduate students. The UK QEP vertically integrates instruction and assessment of three modes of communication skills: oral (sounds, speaking, listening); written (words, reading, writing); and visual (nonverbal symbols, images, seeing).

UK faculty, staff, students, and stakeholders were instrumental in conceptualizing **Presentation U**. They relied on the 2009-2014 UK Strategic Plan, which sets forth the expectation that “graduates at all levels are able to demonstrate expertise in their disciplines and are prepared to succeed in professional and community settings.” Review of stakeholder input, assessment report data, internal program review reports, national and in-house surveys, and a wide variety of institutional research documents identified: 1) a deficiency in students’ written communication skills; 2) perceived shortcomings in developing job-related skills and knowledge; 3) the absence of consistent development in and assessment of oral communication skills; 4) little emphasis on visual communication skills; and, most importantly, 5) little emphasis on oral, written, and visual communication competencies *within disciplines*.

Presentation U—a campus-wide initiative branded by UK students—consists of two distinct components:

- A Student Tutoring Program
- A Faculty Fellows Program

The two programs will be housed in the **Presentation Center** and staffed by a full-time Program Director, three part-time Coordinators (Student Services, Faculty Development, and Assessment), an IT Manager, and an Implementation Team/Advisory Council, as well as professionally trained undergraduate student tutors, graduate student mentors, and trained faculty.

Overall, **Presentation U** will improve upper-division student multimodal communication across the curriculum through skill-building beyond the general curriculum communication pedagogies using a two-prong best-practices-based approach to educate faculty to be better teachers, mentors, and role models and to prepare students to be capable communicators.

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