

QEP project title: *Bear Our Banners Far and Wide: Communicating in a Global Society*
Institution: Texas Tech University
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Bear Our Banners Far and Wide: Communicating in a Global Society is designed to improve the communication skills and global awareness of Texas Tech University (TTU) undergraduate students.

This QEP has two specific goals:

- 1) TTU students will develop communication skills in a variety of media that are appropriate to their disciplines and focus on developing them within a global context.
- 2) TTU students will successfully apply these communication skills in a range of situations with audiences, both local and global.

These goals align with the new Texas Core Curriculum objectives that include attainment of communication skills as part of every core course. The SLOs that have been developed to meet these goals demonstrate our understanding that acquiring and honing skills in both communication practices and global awareness requires a longitudinal approach by both students and faculty.

SLO1: Tech students will *demonstrate* competent communication skills.

SLO2: Texas Tech students will competently *analyze* their development of communication skills and global awareness.

SLO3: Texas Tech students will *articulate* global awareness and openness to differences in culture and context among diverse human groups.

The primary Learning Activities of the QEP are embedded in two specific TTU undergraduate requirements:

- The three-hour Multicultural Course requirement
- The six-hour Writing Intensive Course (WI) requirement, which is being expanded to include other forms of communication and renamed the Communication Intensive Course (CI) requirement

Through a series of development opportunities, selected faculty will apply to and participate in a guided process of integrating a communication component into a majority of the diverse courses comprising the Multicultural Course curriculum. Others, who are teaching CI designated classes, will increase their understanding of the use of writing as a tool for both learning and communication, as well as learn more ways to integrate other forms of communication valued by their disciplines into those courses.

To coordinate the curricular changes, training opportunities, and assessment activities of the QEP, the university is establishing the Center for Global Communication (CGC). The Center's staff, led by a part-time Program Director, will report to the Associate Vice-Provost for Academic Affairs and work closely with the Office of Planning and Assessment and subject matter experts on campus to develop and implement the most meaningful tools for measuring QEP SLOs.

To provide additional instructional support for these curricular revisions, the Communication Training Center (CTC) is being established. It will be housed in the College of Media and Communication and staffed by a full-time Director, a Unit Coordinator and three part-time graduate students. The CTC will complement the TTU Writing Center by providing tutoring sessions for students who wish to receive supplemental instruction in their oral presentations and visual and multimedia projects.

This QEP supports our desire to prepare students for the challenges and rewards of thriving in an increasingly interconnected world.