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Upcoming Dates:

May 2; 8:30am–1:00pm

- ◆ CAC Alumni Event,
**Holmes Ballroom
Clemson House**

May 7 & 8

- ◆ New Faculty Workshop led by Dr. Richard Selfe and Dr. Cindy Selfe

Advisory Boards: On-Campus & K - 12

The Roy and Marnie Pearce Center for Professional Communication takes pleasure in announcing two new Advisory Boards. For **Campus Communication Concerns**, the following campus members have agreed to serve:

Jeffrey Appling, *Chemistry*
Michael Crino, *Business*
Mary Haque, *Horticulture*
Patti Connor Greene, *Psychology*
David Allison, *Architecture*
Lynnette Gibson, *Nursing*
Ben Sills, *Engineering*
Steve Madden, *Speech Communications*
Alyssa Sparks, *English*
Camille Cooper, *Library*
Dan Wueste, *Philosophy & Religion*
Pat Zungoli, *Entomology*
Linda Nilson, *Teaching Effectiveness & Innovation*
Art Young, *English*
Reta Singh, *Speech Communication*
Kathleen Yancey, *English*

For **Pearce Center Community and K-12 Outreach**, the following members have joined:

Dixie Goswami, *Strom Thurmond Institute*
Michelle Martin, *English*
Bea Bailey, *Curriculum and Instruction*
Barbara Weaver, *America Reads*
Rebecca Kaminski, *Clemson site of the National Writing Project*
Marty Duckenfield, *National Dropout Prevention Center*

Each Advisory Board has met for the first time this term, and already they have generated a number of good ideas—and we are already in the process of implementing them. For instance, a number of faculty think it would be useful to schedule some *individual faculty consultations* with the nationally recognized workshopers we bring to campus. Another good idea is to host a writing retreat for CAC faculty where we could both write and share some of what we have written.

Stay tuned for additional good ideas from these groups~~and thanks to all for agreeing to serve.

Mark Your Calendars! CAC Alumni Event, May 2!

... and on May 7 & 8

New Faculty Workshop

New Clemson Faculty are invited to participate in a new Pearce Center initiative. A two-day workshop will be conducted by Dr. Cindy Selfe and Dr. Dickie Selfe and will focus on developing the basics of speech, writing, and the visual for the classroom.

Workshop topics will include:

- ◆ creating writing assignments for real audiences and purposes
- ◆ using speech and writing together
- ◆ designing peer and self assessment and
- ◆ identifying best options in response and grading for different purposes.

By the workshop's conclusion, faculty will have plans to integrate speech, writing, and visual activities into specific classes.

Faculty will meet four times next year for a Pearce lunch at the Madren Center. The lunch meetings will allow participants to confer and to continue developing communication-rich learning experiences for their students.

To further support this activity, the Pearce Center will provide faculty with stipends of \$200 for the purchase of books and other educational items.

Spaces are limited, so please contact Angie Justice ajstc@clemsun.edu as soon as possible.

PowerPoint Project

During the 2001-2002 academic year, The Pearce Center will sponsor a limited number of faculty as they work together to design the most effective power point assignments for students. The general question that faculty will take up is how to ensure that student powerpoint presentations enhance learning. More specifically, we will consider

- how to design power point tasks
- how the medium itself structures learning
- how to evaluate such presentations and how to include peer assessment and student self-assessment of the presentations and
- how presentations can be part of a **layered learning**—involving speech, the visual, and writing

Faculty will meet several times during the year, and they will receive a 300. honorarium for books and other professional items. Faculty who are interested in participating should email kyancey@clemson.edu.

CAC Alumni Symposium

The Communication Across the Curriculum Symposium and luncheon will take place on Wednesday, May 2, in the Holmes Ballroom of the Clemson House. The symposium will feature the following presentations:

"The Interdisciplinary Value of Picture Books," Lucy Rollin (*English*) and Frances Chamberlain (*Planning and Landscape Architecture*)

"Collaborating About the Environment Across Ages and Media," Mary Haque (*Horticulture*) and Bernadette Longo (*English*)

"Focus on Creativity," Patti Connor-Greene (*Psychology*), Jerry Waldvogel (*Biology*), Catherine Paul (*English*), Hayley Shilling, Student Poet

Focus On Communication:

New Health Communication Certificate Program

The Health Communication Certificate (HCC) program, coordinated by Dr. Barbara Heifferon, is making progress thanks to the support of the Pearce Center. This interdisciplinary certificate program is the first within the English Department and AAH and "piggybacks" onto our already successful Master of Arts in Professional Communication (MAPC) program.

The HCC represents a specialization within professional communication and has two tracks: 1) an additional semester for MAPC students wanting to specialize in this area, 2) a retooling program for health professionals interested in and required to take continuing education courses. The program has been approved by the Dean of AAH, the Dean of HEHD, and the Graduate Dean. Sikes Hall is now reviewing it.

A business plan has been submitted. Dr. Heifferon, as coordinator, is working with an interdisciplinary committee to design three new courses. The core courses for the certificate include: Medical Ethics (taught by the Philosophy Dept.), Medical Sociology (taught by Sociology Dept.), and three new courses: an intro course for the program; medical rhetoric and writing; and health communication planning, research, and evaluation.

When the Certificate program is fully operational, it may be offered in Greenville University Center and/or one of the hospitals as well as online and via distance learning. This process and program will also serve as a template for further development of certificate programs within AAH as the need and desire for them arise.

Campbell/Pearce Prize: "Why Writing Makes a Difference"

This writing contest celebrates the naming of Clemson as *TIME*'s 2001 public "College of the Year." To honor and promote collaboration among writers, Clemson is establishing the Campbell/Pearce Communication Prize. Sponsored by Clemson's CAC program and administered by the Pearce Center, the Prize promotes the power and importance of writing.

A three thousand dollar prize supported by the Campbell Chair in Technical Communication will be awarded to the winner along with additional funds for the sponsoring institution for continuing research and education. The deadline for submissions is December 2001.

Further information can be found linked to the Pearce Center web site: virtual.clemson.edu/caah/pearce

Dr. Dannels Speaks of Speech at Clemson's Outdoor Lab

On April 2 Dr. Deanna Dannels, Assistant Director of North Carolina State University's Speaking and Writing Program presented **"Speaking of Speech: Making Speech Communication an Integral Part of Learning."** The workshop focused on planning, conducting, and evaluating speaking in the classroom.

Dr. Dannels not only focused on the benefits of incorporating speech into the classroom but also addressed the common concerns and problems. Such concerns included time, silence, inappropriate remarks, and dominant speakers. She stated that a major solution to all of these problems lay in the design of the task. **A well-planned assignment can eliminate many of the problems associated with speech in the classroom.**

The workshop focused on informal speaking activities. Dr. Dannels explained that, by practicing speaking in small, non-threatening doses over time, students will be better prepared for the formal speeches. She associated speech with sports: one would not, after all, send an amateur tennis player to compete at Wimbledon without practice. Players learn more from coaches than from judges, Dr. Dannels stated, as do students.