

## DMACC Speech Department

<https://www.dmacc.edu/departments/speechcommunication/Pages/welcome.aspx>

Compiled by Judith Vogel; contributions by Bruce Hann, Julie Simanski, and Barb Schmidt

### Early History by Bruce Hann – 5/2/2017

Bruce Hann was probably the 2nd full time Arts and Sciences instructor/teacher (as we were called then - August, 1969) hired. Betty Ronate was probably the first. She taught sciences - chemistry. Hann taught English and speech. Most classes were called “related” classes taught to vocational or technical program students; however, there were also classes in Freshman Composition and Speech. Most of those classes were taught at night. They were taught in so-called temporary buildings on “lower campus,” and in schools in Ankeny, Urbandale, and especially in Des Moines. Hann once had a class in a room at what was then called the Osteopathic College just down the hall from a lab where there were students studying a cadaver.

Maybe a year or two later, the first full-time speech teacher Ruth Aurelius was hired. Then Harold “Hal” Sartain was hired. Hann went to Drake University to earn more credits in speech so he could be certified. The small department offered Public Speaking mostly divided into parts to fit the tri-mester system and then the quarter system and then, the more common, semester system. There was considerable disagreement about what kind of speech skills the students needed. Some of us wanted the traditional, relatively formal Public Speaking course with emphasis on logic, elocution, and, of course, public speaking. Others favored a course that emphasized communication skills including some public speaking but mostly listening, group interaction, and interpersonal skills, a hybrid course. The often heated discussions ended with our developing the hybrid course and trying to standardize the content as much as was possible across the district. Boone Campus was included in the early discussions, but Urban, Carroll and Newton did not have full-time teachers, so they were not included at that early time.

In the early 70s, Sartain spent summer breaks studying Eastern philosophy and working in encounter groups in California, so he brought back ideas of how to enrich the communication skills aspect of the course. He also taught a class entitled East West Philosophy. Aurelius’s background was more traditional, so she favored the public speaking type of class. Since both Sartain and Aurelius were well versed in debate techniques and voice projection, the speech teacher meetings were never dull as they argued for their different approaches!

Along with classes held in various locations, we also had classes offered at various hours as we tried to be accessible for the largest number of students. It was quite common to have a class from 7 to 10 pm and then one beginning at 8 am the next morning. At one point, the Johnston girls tennis team was enrolled in an Ankeny class along with a student from Harvard who was playing hockey with the Des Moines Buccaneers. At one night class, students included the Urbandale Chief of Police and police officers from Des Moines and other nearby departments. (Some of them, maybe all of them, wore guns on their belts under loose fitting shirts or jackets; they were not visible.) The police received money from federal program called LEEP.

Before we had DVD’s, and video tapes, we borrowed 16 mm movies from the Iowa State Library, Des Moines Public Schools, and the Des Moines Public Library. Then we had access to the media at the

Area Education Agencies. However, those sources were not always easy because the lending agencies were not sure whether DMACC was supposed to be borrowing from them. Once a movie that was used in most of our speech classes every semester was just “withdrawn” with no notice to us. Some of us even got the discarded film and tried to go through it to find the film we liked and used so much. Since we had no way to look at 50 reels of 16 mm, we gave up rather quickly. I began thinking of other things that I knew about the early days of DMACC or Area XI as many people in the community persisted in calling it for years denying that we even had any college level classes. For instance, at one point we formed a stock investment club and subscribed to the National Council of Individual Investment clubs (NAIC) or something like that. We also had a group of men who played very low stakes (penny and nickel bets) poker nearly once a month for probably 25 years. Also, the Arts and Sciences department (not what it was called then) used to have picnics and holiday parties.

### **Update on Speech Communication Department**

In March of 2015, the Ankeny faculty of the DMACC Speech Department submitted a proposal to the Central States Communication Association nominating the department to be chosen as the Outstanding Undergraduate Program for Speech Communication. Below are some of the materials that were submitted and which include many of the initiatives and accomplishments for this department.

#### **Letter of Submission:**

Dear Undergraduate Programs Interest Group:

A few years ago, President Rob Denson announced that his goal for DMACC was “World domination!” Our speech department is a bit more realistic. We strive to be a student-centered, innovative, involved, proactive, and skill-oriented speech program. Although we’re a relatively small department and spread over six campuses, we are on the move!

Every semester, we offer speech courses in a variety of formats. As a department, we feel strongly about the need for face-to-face interaction for both interpersonal communication and public speaking experiences. Our complete on-line offering is limited to Intercultural Communication since it is not a speaking course. In other courses, we offer face-to-face, web-enhanced, and web-blended formats. Courses are also offered in 2-week, 5-week, 10-week, and 15-week timeframes. In learning communities, we have explored cross-disciplinary speech courses which have been very successful. Creativity in our teaching to facilitate students in mastering the course competencies is evident in our speech courses. Student evaluations of our courses are always quite positive and are further evidence that we are helping students to succeed. We have a growing number of students who have earned national honors in speech communication from NCA-Sigma Chi Eta and state honors from ICA-Recognition of Achievement. Offering these honors gives students an important edge when they seek employment.

New ideas have been a collaborative effort of speech faculty and often the result of attending ICA (Iowa Communication Association), CSCA, and NCA panels as well as networking at those events. The Speech

Center and assessment projects are both the direct result of attending those conferences. Students have reported that practicing their speeches at the Speech Center and getting feedback from a speech professor have made their delivery in class easier and their speech content and organization stronger. The Speech Center has been especially helpful with students who have high speech anxiety. We have used the results of the assessments to lead discussions in our department meetings on best practices and on re-evaluating course competencies to further strengthen our curriculum.

We also look for opportunities for promoting speech communication outside the classroom. Besides organizing informative speech contests, we try to show students that communication is fun by having them interact in communication-oriented activities at the Communicate! Club meetings. As speech faculty, we have served on a variety of campus committees and have found ways to insert communication into different events such as a poetry slam during Earth Week and "Soap Box" speeches at Constitution Day. As a two-year college, we offer many opportunities to our students to improve their communication skills and to increase their speaking.

Leadership in campus, state, regional, and national conferences has evolved within our speech faculty. DMACC has had a constant presence on the ICA Executive Committee and on panels and committees within CSCA and NCA. We are proud of our efforts to offer a range of introductory courses and academic related extracurricular activities for our students at the community college level. Please consider our department's application for the 2015 Outstanding Undergraduate Communication Program Award.

Sincerely

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## **DMACC and Speech Department Overview**

### **Des Moines Area Community College (DMACC) Overview**

**MISSION:** DMACC provides quality, affordable, student-centered education and training designed to empower all students in their pursuit of life's opportunities and career goals.

**VISION:** DMACC will improve the quality of life for individuals in its communities by meeting their educational and training needs throughout their lives.

**LIFE'S CALLING:** Life's Calling is the essence of Des Moines Area Community College. By evoking opportunity and empowerment, Life's Calling is designed to inspire, energize, and encourage students to achieve their career dreams and life's aspirations--right here at DMACC.

- Des Moines Area Community College is a 2-year college. We have six campuses and six learning centers throughout central Iowa with the main campus based in Ankeny, Iowa. DMACC has an enrollment of 27,000 students. The college is primarily a commuter college, but a sports program and a more extensive on-campus housing center are located at the Boone campus.

The Speech Communication program is housed within the department of Arts and Sciences. Our program was one of the founding disciplines within the department since the college was formed in 1966. Within the Speech Communication program, we offer six freshman/sophomore level courses.

SPC 101	Fundamentals of Oral Communication
SPC 126	Interpersonal Communication
SPC 120	Intercultural Communication
SPC 170	Professional Communication
COM 146	Gender, Sexuality, and Media
COM 148	Diversity and the Media

SPC 101 and SPC 126 are considered general education requirements for all students transferring to a 4-year institution. Diploma programs including Criminal Justice, Dental Hygiene, Agriculture, Culinary Arts, and Nursing are also required to take one of the core SPC courses.

SPC 126 and SPC 120 also fulfill the diversity requirement needed at 4-year institutions.

The only course that is offered completely on-line is SPC 120-Intercultural Communication. All other courses are taught in face-to-face, web-enhanced, or web-blended formats.

- The Speech Communication program employs 10 full-time faculty members and 12-15 adjuncts.
- SPC 101 is offered for Dual Enrollment credit at a number of area High Schools.

### **Speech Communication Department Summary**

#### **Des Moines Area Community College Speech Communication Department Summary**

##### **Assessment**

One of the first disciplines across the college to develop, to implement, and to continue ongoing departmental assessment since 2005

Assessed both core courses SPC 101- Fundamentals of Oral Communication  
SPC 126- Interpersonal Communication

Conducted assessment on all six campuses and at Dual Enrollment centers

Utilized different assessment formats over the past 10 years

SPC 101:

Self-assessment on speaking apprehension using pre- and post-testing  
Video-taped informative speeches and evaluated them using a rubric with  
a team of raters

Skill-based evaluation involving outlining a speech

SPC 126:

Measured learning of course concepts through pre- and post- multiple  
choice test

### **Speech Center**

Researched and developed over a semester

30% increase in student visits from the pilot semester in 2013 through 2014

132 student visits during Fall 2014

Promoted throughout semester by flyers, bookmarks, and announcements

Currently being assessed as a PhD student's project

First Community College in Iowa to provide a Speech Center as a resource to students

Expanded speech center hours to include each week day and late afternoons

### **Learning Community Classes** 2000 to present

Culinary Arts and Fundamentals of Speech

Agriculture and Fundamentals of Speech

American History and Fundamentals of Speech

Composition I and Interpersonal Communication

### **Departmental Activities**

- 1) Informative Speech Contests incorporating on average 40 students from two campuses- 1996 to present
- 2) Communicate! Our communication club 2009 to present
  - Open to all students
  - Meets over the lunch hour to involve students in communication oriented activities
  - Promotes the discipline of communication
  - Provides community for students on a commuter campus
  - Creates interest and encourages students to work for speech honors
- 3) Sigma Chi Eta 2009 to present
  - Started the DMACC Chapter
  - 27 students have earned these honors to date
- 4) Iowa Communication Association Recognition Award 2009 to present
  - Initiated for ICA by DMACC faculty
  - Provides recognition to all high-achieving students without a fee
  - 27 students have earned these honors to date

### **Campus-wide Involvement by Department Members:**

- 1) Constitution Day Committee Member
  - Instituted "Soap Box" speeches on central campus

- Designed freedom of speech yard signs displayed on campus
- 2) Earth Week Committee Member  
Poetry Slam competition for students as part of the week-long activities
  - 3) Honors credit speech courses
  - 4) Campus-wide International Year incorporated as the informative speech topic
  - 5) Student Activities Coordinator
  - 6) Director of DMACC plays
  - 7) Campus Fellowship Advisor
  - 8) DMACC United (LGBTQ) Advisor
  - 9) College-wide Sustainability Task Force Member
  - 10) Earth Week Planning Committee Member
  - 11) Recipient of DMACC Foundation Distinguished Service Award for authoring the charter for the Diversity Commission, chairing the committee that created the Diversity Requirement for graduating students, and creating the DMACC Diversity Tapestry Award which is presented to those who demonstrate that they value diversity through their character and their contribution to the college and the community 2007
  - 12) Recipient of DMACC Diversity Commission Tapestry Award 2009
  - 13) Recipient of Outstanding Student Organization Award 2008-2009
  - 14) Teaching and Learning Conference Planner 2013 and 2014

### **Service to State/Regional/National Professional Organizations**

#### **Iowa Communication Association**

##### *Leadership roles*

DMACC representation on the Executive Committee for the past 19 years  
Two faculty members served as ICA Presidents 2010-2014  
One faculty member is currently the Executive Secretary 2011-2016  
One faculty member served as editor of newsletter 1999-2006  
Three members served as at-large members of Executive Committee  
One faculty member on the editorial board for the Iowa Journal of Communication

##### *Conference participation*

Organized four state conferences at DMACC for ICA  
Chaired and presented numerous panels and roundtables  
Expanded the conference to 2-3 sessions per time slot  
Increased attendance at the conference by over 25%

##### *Initiation of new programs/projects for ICA*

Implemented mentoring program for new speech communication teachers with IAAE (Iowa Alliance of Arts Educators)  
Created Communication Officer position  
Created on-line photo directory of members  
Community college panel at the state conference

Designed ICA lapel pin  
Created the ICA Recognition of Achievement in Speech Communication for 2-year and 4-year institutions  
Initiated free registration for first-time attendees policy  
Suggested and implemented the re-organization of ICA Executive Committee so at-large members serve 3-year terms.  
Created tri-fold brochure for ICA  
Restructured the annual conference program schedule

*Awards*

ICA New Teacher Award 2006  
ICA Outstanding Adjunct Award 2009, 2011, 2012  
Two ICA Citation Awards 2015 and 2017

**Central States Communication Association 2005 to present**

State Advisory Committee members  
Community College Division Chair Community College Division Secretary  
Paper and Panel Reader for Community College Division  
Chairs and presenters on numerous panels including Iowa Showcase Sessions

**National Communication Association 1995 to present**

State Advisory board representatives  
Reader for GIFTS proposals and the Disability Caucus  
Presenters on many panels at the NCA Conference including best practices, service learning, speech honors, assessment, intercultural communication, mentoring, teaching on-line, and GIFTS.

**Academic Activities**

*Teaching and Learning*

Creative and supportive speech faculty  
Innovation in teaching formats and styles  
Face-to-face, web enhanced, web blended, on-line, learning communities

*Faculty Resources*

Created speech adjunct handbook  
Compiled an Instructional Resource of over 300 best practices and ideas for speech faculty on all DMACC campuses  
Established instructional resources online  
Organized a specialized department library for all speech faculty that includes videos, games, and additional choices of textbooks  
Developed a speech department web site 2010

*Adjunct Involvement*

Attend willingly campus in-service  
Volunteer to judge speech contests  
Participate at ICA and CSCA conferences  
Demonstrate loyalty as long term adjuncts

*Dual Enrollment Instructors*

Many attend ICA state conference

Many take advantage of the MESH (Meet-Eat-Share-Help) conference for high school English and speech teachers

### Hall Flyer for Communicate! Club



- Communicate is DMACC's Speech Club. It is open to all students interested in meeting people and improving communication skills in a relaxed atmosphere.
- Fall Meetings: Sept. 14, Oct. 19, Nov. 30 from 12:30 to 1:15 pm in Bldg.5, SAC Conference Room at Ankeny.
  - Bring your lunch and enjoy free dessert!

Contact: Judy Vogel  
javogel@dmacc.edu

- Learn about earning state and national honors in speech.

### Speech Honors Recipients 2012



Micheal Cannon Irelan, Morgan M. Wilcox, Allison Counts, Jami E. Langgard, Austin P. Kirkpatrick

Speech Center





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## Library Speech Center

### Mission Statement -

*The mission of the DMACC Library Speech Center is to help meet the college's General Education requirements for communication by assisting DMACC students in topic selection, in the organization and development of ideas, and in delivery skills for oral presentations and to better prepare students for positions in the workplace by developing their speech communication skills.*

The DMACC Library Speech Center is available to all DMACC students who have speaking assignments and who want to elevate their presentations.

The Library Speech Center is staffed by trained speech teachers who provide assistance for speaking assignments such as selecting topics, identifying main points, developing ideas, building introductions and conclusions, outlining the speech, and practicing the delivery of the speech.

The purpose of the Library Speech Center is to assist students in areas of the speech assignment where they cannot get assistance from other resources of the college. The consultants work one-on-one with students. They have the ability to video record student speeches and then play them back for a critique session.

The Library Speech Center is also available to students who want to reduce speech anxiety by participating in simple activities in a relaxed, supportive climate.

The Library Speech Center is located in the Library in Building 6, Room 3H, on the Ankeny Campus. Students will be assisted on a first-come, first-served basis.

**Students should bring their written class assignment to the Library Speech Center so the consultants can see the requirements of the assignment.**

### Contacts

**Library Speech Center**  
**Email address:**  
libraryspeechcenter@dmacc.edu

**Library Speech Center**  
**Coordinator:**  
Judith Vogel, Speech Communication Professor  
javogel@dmacc.edu

**Consultants:**  
Jim Tredway  
Rachel Murdock  
Sarah Setnes Dale

### Center Hours

**Monday/Tuesday/Thursday**  
y  
10 AM to noon & 1-3 PM

**Wednesday** 1- 3 PM

The room is available outside those hours for students to practice speeches on their own.

## Speech Contest Winners 2010



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### Speech Contest

Each semester students may participate in the Informative Speech Contest. The contest consists of prelim rounds and a final round. Prelims are held at Ankeny and West campuses with the Finals held at Ankeny. Awards and Gift Certificates are provided by the DMACC Foundation.

Look for announcements in the DMACC Student Daily and announcements on this website.

#### Fall 2010 Winners



(left to right): Morgan Pearson (4th place), David Gatto (2nd place), Gordon Head (1st place), Nic Hutchinson (3rd place), Ronnie Hibbard (5th place), (not pictured - Russell Obernolte - 6th place).

[mpetencies/Pages/SPC.aspx](#)