

# MyCommunicationLab<sup>®</sup>

## CASE STUDY

### Cisco College Cisco, Texas

**INSTRUCTOR** Angela Hughes

**COURSE NAME** Public Speaking

**CREDIT HOURS** 3

**COURSE FORMAT** Traditional; Online

**TEXT** *Public Speaking* by Simonds, Hunt, & Hunt

**CONTRIBUTION OF MYCOMMUNICATIONLAB TO FINAL GRADE** 20-80%

**TYPES OF DATA REPORTED** Improvement in final course grades; Improvement in pass rates and retention

**MYLAB USER SINCE** 2010

CISCO COLLEGE IS THE LEADING TWO-YEAR INSTITUTION in west central Texas, aiming to deliver high-quality affordable learning opportunities that promote student success in a global environment. At Cisco, the core curriculum requires that all students complete one speech course. Public Speaking fulfills the requirement.

Professor Angela Hughes teaches three to four sections of the Public Speaking course each semester with approximately twenty-five students per section. Students in the course are typically traditional-age freshmen majoring in general studies. Professor Hughes intends for students to acquire the skills to effectively research, organize, and present speeches as well as to evaluate the presentations of others.

#### TEACHING WITH MYCOMMUNICATIONLAB

Professor Hughes adopted MyCommunicationLab in 2010. She explains, “I chose to use MyCommunicationLab to encourage my students to engage with the course material outside of the classroom and because MyCommunicationLab places so many superb resources at students’ fingertips.”

She continues, “I give students a schedule at the beginning of the semester with due dates for each exam; I require that students complete the chapter exam before 8AM on the day we will cover the material in class. The exam grades are averaged for 10% of students’ final course grade; I also include some chapter exam questions

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—Professor Angela Hughes

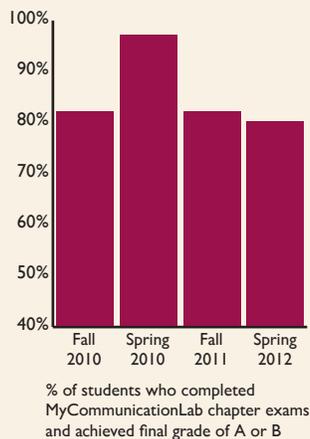
on the comprehensive final exam (10% of final grade). I encourage my students to use all of the MyCommunicationLab resources, especially MySearchLab and the Outline Tool.”

“Students in the traditional sections deliver their speeches in class,” states Hughes. “However, in my online sections, students upload their speeches to MediaShare, so MyCommunicationLab helps them accomplish 80% of their final grade.

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## MyCommunicationLab Assessment Results



### ANALYSIS

Student results data for four consecutive semesters show a strong correlation between time spent in MyCommunicationLab and positive student performance results. More than 80% of students who successfully completed the MyCommunicationLab chapter exams achieved a final course grade of A or B—a significant mark of success.

### LEARNING WITH MYCOMMUNICATIONLAB

“MyCommunicationLab encourages student engagement with course material outside of the classroom,” says Hughes. “This helps students in at least two ways. First, students gain stronger skills more quickly when they spend more time engaging with the course material. Second, our limited class time becomes richer. Since students come to class already familiar with the concepts for that week, I can spend less time lecturing on basic course content and more time emphasizing active learning and course-related activities. I no longer have to administer pop quizzes to ensure that students are keeping pace—the evidence is automatically entered into the MyCommunicationLab Gradebook for me to review. Students are interacting with the course material outside of class and I no longer have to grade pop quizzes—it’s the best of both worlds!”

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She continues, “The MyCommunicationLab chapter exams are a huge benefit. Students are unlikely to read the textbook chapter ahead of lecture without a required assignment to complete. Requiring students to complete the MyCommunicationLab chapter exams prior to lecture encourages them to interact with the technology and the course material with their books right in front of them. Students can take the chapter exams in MyCommunicationLab at their convenience. And MyCommunicationLab offers students abundant resources for topic selection, outlining, and research as they prepare their speech presentations.

### RESULTS

Professor Hughes says, “When I examine the data, I note that students who are successfully completing the MyCommunicationLab chapter exams are the same students who are achieving grades of A and B in my classes. Those students might be likely to be engaged in the course material in whatever form, but the data show that they are engaging with the MyCommunicationLab material outside of class and succeeding with strong grades.”

“Most interesting to me,” she continues, “is the data for the online sections. The primary interaction online students have with the course material is through the textbook, and I observe an overwhelming connection between success on the MyCommunicationLab exams and overall success in the class. Interaction with the course material is crucial in this course, and engaging with the course material through the textbook is a primary key to success.”

### CONCLUSION

“My recommendation to other instructors is that you communicate with your students early and often about any required work in MyCommunicationLab. Once students are comfortable with the program and understand how you will assess their work, MyCommunicationLab offers all the ingredients they’ll need to succeed in your course.

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For a product tour or to find out more, please visit [www.mycommunicationlab.com](http://www.mycommunicationlab.com)