

COMM 145 Fundamentals of Public Speaking & Communication Online Fall 2022

All information pertaining to this course contained in this document is subject to change until the first day of the current semester. Check the "last modified date" at the bottom of each page of the document for currency of information

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CONTACTING ME

Email: The best way to reach me is **email**. I will check my email at least once a day, and will commit to you that I will respond within 24 hours. On a typical weekday, I will *try my best* to respond between 9:00pm and 10:00 pm. If you email me on the weekend, I may not respond until Monday. Please email me from your WKU student e-mail account. When you send me an email, please put "COMM 145 Online" in the subject line. Email labeled in this manner will receive higher priority.

Skype/Webcam: If you prefer, (either during office hours or at other arranged times), we can have meetings through Skype using either just audio or webcams. Seeing each other can be very helpful especially if we need to discuss more complicated issues. Remember you will need a webcam and microphone for recording your presentations. Check to make sure the sound is clear enough after your record a presentation. If you are utilizing the built in microphone on a laptop, etc and cannot clearly be heard, you may need to purchase a separate microphone.

COURSE DESCRIPTION

COMM 145 – "Fundamentals of Public Speaking and Communication" is designed to increase your understanding of the principles and processes of communicating effectively in a variety of contexts and to facilitate development of your skills in public communication, listening, group communication, and interpersonal communication. This is done through a combination of speaking, listening, writing, and reading assignments. Specifically, you will outline, develop, and deliver extemporaneous speeches that incorporate relevant sources and that are appropriate and effective for the audience, purpose, and context. The assignments are designed to develop your understanding and skills progressively throughout the semester. When you leave the course, you should be sufficiently armed with a basic understanding of

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public speaking and an awareness of other important communication skills and concepts so that you can continue to develop effective communication behaviors throughout your life in a variety of contexts. COMM 145 is part of the Colonnade curriculum and fulfills the Human Communication requirement (Foundations category).

COURSE MATERIALS

(NOTE: Please read the following before purchasing anything for this course.)

Text: DeVito, J.A. (2018). *Human Communication: The Basic Course* (14th ed.). Hoboken, NJ: Pearson.

This class participates in The WKU Store's "Day One Access" program. As part of this program, the e-book version of the required textbook for this course will be pre-loaded on your course BlackBoard account.

The cost of the e-book is approximately \$60.00 and it will be placed on your student bill on approximately September 1. This represents a savings over what the textbook would normally cost and makes the access convenient for you in Blackboard. Students who enroll in Day One Access are also eligible to purchase an optional low-cost loose-leaf copy of the textbook for an **additional \$27.00**

Additional requirements

- Access to your WKU assigned email address that you will be able to check at least once daily.
- Access to a reliable high speed internet connection
- 3x5 notecards to aid as you deliver your presentation
- A dependable **webcam** with microphone for recording your speeches. A laptop camera may not be powerful enough. Please do not use an iPad for recording as the video will almost always end up sideways. The recording should show you from head to toe and clearly record your voice. I will provide more detailed instructions on how to submit your recordings in appropriate formats.

COURSE OBJECTIVES

Students will be able to:

- Design and deliver messages appropriate to various audiences and occasions, with specific focus on the business context.
- Communicate a clear thesis and purpose.
- Research, evaluate, and incorporate supporting material.
- Construct and deliver organized presentations with well-developed introductions, main points, conclusions, and transitions.

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- Deliver speeches using appropriate and effective vocal and physical behaviors to enhance messages (e.g. vocal variety, articulation, and movements).
- Demonstrate understanding of the communication process.
- Acquire skills to communicate with others, both publicly and interpersonally.
- Understand and identify the basic principles of effective group communication and listening.
- Identify, analyze, and evaluate statements, assumptions, and conclusions representing diverse points of view; and construct informed, sustained, and ethical arguments in response.

GRADING/EVALUATION:

Major Course Assignments

In the News Presentation	10%	
Presentation I	15%	includes outline and presentation
Presentation II	20%	includes outline and presentation
Comm Concept Paper	10%	
Exam	15%	1 test during semester
Quizzes taken after assigned Chapter reading	20%	due dates within modules
Blackboard Homework and Participation	10%	discussion board assignments and just bag it presentation

DISCUSSING GRADES

You will be able to check your grades in an online grade book on Blackboard. While you can ask me about your grade via email, I will need to have authorization in writing in order to give detailed answers. This is to protect your privacy as email is not a private form of communication.

FINAL GRADE SCALE

90% – 100%	= A
80% – 89%	= B
70% – 79%	= C
65% - 69%	= D
Below 65%	= F

CLASS ASSIGNMENTS

General Notes

****You must submit your presentation during the day/week it is assigned.** If you fail to submit the presentation by the deadline, and do not have an acceptable excuse, you will receive a zero on your presentation/assignment/quiz. You are always welcome to work ahead of deadlines. In
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general, every assignment/quiz/test/presentation will be due on Sunday night at 9pm. If you do not like “Sunday night at 9pm,” impose your own deadline and work ahead of schedule. I hope that this will be helpful as you navigate through busy times in your own life.

- A note about COMM 145 (online): In my opinion, COMM 145 is a very difficult course to take online. Although it is a 100 level course, there are many advanced requirements. Students have previously commented to me that this course is more like a 200 or 300 level course as far as difficulty and I would agree with that assessment. Mediasite is necessary in a public speaking online course...I cannot evaluate your public speaking skills without seeing you. Please make sure that you can fulfill all of the course technology demands/requirements before proceeding in this course. It could save you a lot of frustration in the future! If you decide that an online COMM course is not for you, I also teach face to face and would welcome you in my classroom.
- Basic Requirements For All Presentations: You will be expected to choose a topic of your own, which fulfills the guidelines for the specific presentation assignment. Each presentation will have a specified time range and I will expect you to adhere to this time range. One important part of the speech preparation process is rehearsal, and one benefit is that you can adjust your information to make sure that you will fall within the correct time range. You will be penalized if you fall outside of the specified time range.
- Speech Setup: It is important for you to think about the setting in which you will record your presentation. You should choose somewhere that the lighting is sufficient and enough seating for your audience. *Typically, I require that you have at least 5 observers but that requirement will be waived for this term due to the pandemic.* Position your webcam and microphone so that I can view you during your entire speech. IF you do have an audience, make sure you show the entire audience on your recording! Your audience can be comprised of friends, family, coworkers, classmates, **but should not include children or pets.** I love children (and have three young ones myself) but young children do not understand self-control and often cry, talk or make other noises during recorded presentations. This is very distracting, and makes it very difficult for me to hear your presentation. Make sure that you have the required number of audience members, as I will be looking for this when I view your speech. Your observers should be paying attention to your presentation-not talking to each other, texting or sleeping. There should be no use of profanity in your presentation or from your observers. These are all things that I will be looking for and I will assess penalties if needed.
- Position Yourself: You are giving a professional business presentation. You should be standing up, facing your audience and the camera at the same time. In order to accomplish this, you may need to pan the audience first, proceed with your presentation, then pan again at the very end.
- Visual Aids: Your presentations in this course require the implementation of a visual aid. If I am unable to view the visual aid in your presentation recording, please attach a copy of your

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PowerPoint slides. Don't wait until the last minute to record your speech just in case there are any technical issues!!!

- **Final Video Submission:** It is your responsibility to check your video to make sure that it is appropriate for me to view. First, you should check to make sure that the video has fully uploaded to Mediasite. ALSO, please do not leave your recording on "private viewing." If you do, I will be unable to open the link you submit to me. Then, you should check the video, audio, and orientation of the recording (making sure it is not sideways or upside down). I cannot grade a presentation that I am unable to hear or watch.
- **Previewing Your Video FIRST:** Once you upload your video to Mediasite, you will NOT be able to delete it. Each time you finish a recording, you will have 3 options of preview, delete & upload. If you would like to practice and make sure that you are happy with your video submission, you can select preview at this point. If you do not like the finished product, you can close out the window and start the recording over. When are ready to upload your final presentation for me to review, you can select "upload."
- **Outlines:** You will be submitting an outline and Works Cited page (APA format) for your Informative and Persuasive Presentations. We will learn the appropriate format for your outline in the course of the semester. I cannot accept late outlines, and remember that they are a significant part of your presentation grade.
- **Checking Grades:** You will be able to check your grades under the "My Grades" section of Blackboard. You will also be able to review my feedback for the course 'assignments' submitted through Blackboard. For recordings submitted only through Mediasite, you will receive feedback via email with a complete breakdown of your presentation. I do my best to grade all of your course assignments as quickly as possible. Please realize that in some cases, I receive up to 75 video submissions at a time and it may take a few days for me to get all evaluations complete. Thank you in advance for your patience!

Exams

Exams and quizzes will be used to gage your understanding of the course material. My exams and quizzes will be in multiple choice (and some true-false) format and you will have a specified amount of time to complete. The exam will be administered through Blackboard. You can view the testing (exam and quizzes) schedule on Blackboard on the "Deadlines and Due Dates" document. Please make every effort read the chapters we are covering and stay current with the material.

Blackboard and Additional Online Work (Participation)

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You will give a sort of introductory speech early in the semester called a “Just Bag it Presentation.” This speech is more informal than the others, but will give you an opportunity to gain some experience speaking and operating the technology required in the course. It will also help me learn more about you.

I will also expect you to fully participate in the discussions hosted on our discussion board on Blackboard. There may be other assignments as a part of this category and more instructions and details will follow.

“Just Bag It” Presentation

This introductory speech will count as part of your participation grade for the semester (see above). It will give you the opportunity to gain experience speaking and give me the opportunity to learn more about you. Select three items, place them in a bag, and then describe how each of these items describe you. The objects could represent your hobbies, interests, career aspirations, favorite food, favorite class in school, etc. Be creative! Make sure the visuals you select are clearly visible in your video. This introductory speech does not require any additional sources outside of your own knowledge.

In the News Report

A “report” is a very common kind of presentation in many workplaces. A report is simply giving your audience an account of something you have done or learned. This assignment comes before your first major presentation. It will require you to locate, read & analyze, and then report about an article regarding a recent event or topic that interests you from the world of business. A comprehensive overview can be found in Module 2.

Presentation I (Informative Business Presentation 4-5 minutes)

Assignment:

You will prepare and deliver a 4 to 5 minute informative business presentation on a topic of your choosing, while keeping in mind the guidelines listed below. Develop a well-organized presentation with an appropriate organizational pattern, credible sources, and skillful delivery. This speech requires you to use a visual aid.

General Requirements:

- A minimum of three primary sources should be verbally cited within the presentation. Acceptable sources include: trade magazines, journals, newspaper articles, expert interviews, etc. Only one, credible website is allowed (this does not include accessing articles through the library research databases).
- Typed Works Cited (Reference) page in appropriate format
- Outline
- Visual Aid

Sample Topics to Consider:

- Demonstrate a process used in a past or current job.

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- Profile a business leader whom interests you, an entrepreneur or inventor, with particular emphasis on whatever accomplishments or personal philosophy have made him/her noteworthy
- Present information about a company that interests you (includes history of the company, marketing, distribution, employee requirements, benefits)
- Describe the aspects of how a particular charitable organization works (Red Cross, Goodwill)
- Train the audience to perform a particular task related to a field of your interest (how to obtain a real estate license, market a house, administer a shot to animals, etc).

Presentation 2 (Persuasive Speaking Assignment 4-6 minutes)

You will prepare and deliver a persuasive business presentation to change or strengthen an audience's beliefs/attitudes or shape the audience's behavior based on the list of topics below. The presentation can persuade the audience to buy, give, act, think, or feel. Develop a well-organized presentation with an appropriate organizational pattern, credible sources, and skillful delivery. This speech requires you to use a visual aid.

General Requirements:

- A minimum of three primary sources should be verbally cited within the presentation. Acceptable sources include: trade magazines, journals, newspaper articles, expert interviews, etc. Only one, credible website is allowed (this does not include accessing articles through the library research databases).
- Typed Works Cited (Reference) page in appropriate format
- Outline
- Visual Aid

Sample Topics to Consider:

- Convince the audience to buy your favorite product or service.
- Recruit listeners to join a business/campus organization you are familiar with or involved with.
- Convince your listeners to donate (money or time) to your favorite charitable organization
- Convince listeners to apply for a job at a particular organization.
- Make a sales presentation to potential customers.

Communication Concept Paper

Based on the chapters in the textbook, select a relevant organizational communication topic that you have interest in and write a 2-3 page paper (double spaced). This could be a topic we have covered (or will cover) this semester.

Some possible topics are

- ethics in communication

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- communication as a key competency in the job seeking/hiring process
- implications of nonverbal communication in the workplace
- communication apprehension
- computer-mediated communication
- interpersonal communication
- superior-subordinate communication
- sibling, parental or marital communication
- teacher student communication or parent teacher communication
- formal and informal communication networks

You can choose one of these topics, or find your own. Please think about choosing a topic that relates to your future career goals, or can help you explore an important communication-related facet of that field. One other suggestion (re: topics) is to look back at the “Step Back and Reflect” exercises within the reading assignments in each chapter-they focus on a variety of communication-related issues that you could further explore.

In your paper:

- Explain why you selected this topic and why it represents an important area in which to study/learn about communication. Include a minimum of three sources cited within the text of your paper, preferably (but not exclusively) communication journals or books.
- Discuss what you learned about communication from your research (how this will be useful in your life, career, etc.)

This paper will be graded on content, organization and writing. Please include an introduction, clearly organized and supported paragraphs in the body of the paper, and a conclusion. Cite your sources in text and with a bibliography page in APA format.

SPECIAL NOTES

- Announced times, deadlines, etc are in the Central Time Zone.
- This course will be conducted in English.

STUDENT SUCCESS

In order to succeed in an online course, it is important that you are self-directed and motivated. An online course offers you much flexibility in where and when you want to work on the course material. BUT: That also means that you have to be responsible yourself for planning your approach to the course and motivating yourself to get started!

Students should also:

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- have good basic computer skills. You do not have to be a computer wizard, but you need to be comfortable with some basics, such as creating word files and saving them in various formats, emailing and the use of various blackboard functions and the internet in general. To avoid problems in the course of the semester, make sure the computer you plan to use is protected by a good antivirus program.
- have good time management skills. Now is the time to plan for our course in your schedule. Remember, you would normally be spending 3 hours a week in the classroom (in a 3 week course-3 hours a day), in addition to completing the outside course work required! One thing I'm sure you have thought about is that more reading will be required than for a class that meets face to face. I suggest you plan to reserve three hours per week (day) plus additional time as required. This amount of time could vary greatly from day to day or week to week. For instance, one day/week you may only have a couple of chapters to read, a quiz to take and participate in the discussion board. The next day/week, you may have all of those assignments in addition to writing and recording a presentation or taking a test. An online course is flexible, but the workload is very real, just as in a face-to-face course. Set yourself up for success by planning what time you will use for this course now!
- be able to read and write well (and ideally like reading!) An online course naturally requires more reading and writing than a face-to-face course. Therefore, please carefully consider whether you are comfortable (and can be happy) with both before deciding to take this course!
- have continual access to a computer with Internet access. This course will require you to be online frequently, and I will expect you to check your email at least every weekday.
- feel comfortable asking questions when they need help. This applies to all courses but online courses even more than face-to-face courses. In a face-to-face class, I may be able to anticipate your questions more clearly and ask how I can help. In an online class, that is not possible. So, please take the initiative and ask when you need help!
- be willing to share their experience with their instructor and fellow students in online discussion. In an online class, the discussion board is much like our classroom where we can share ideas and experiences.

(Adapted from Minnesota State Colleges and Universities, Academic and Student Affairs, 2011)

COURSE POLICIES

Before proceeding with the rules/grading for the course, let me **warmly thank** the many students who are conscientious and courteous while endeavoring to meet course obligations. Your efforts **are** noticed. It is
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you that make teaching rewarding. Thank you! That said, rules exist to assure **everybody** is on the same page before we embark on this learning experience together. So, please read the sections below carefully and hopefully we can avoid most issues throughout the course of the semester.

LATE WORK

All assignments must be submitted to blackboard on their due date. E-mail submissions will not be accepted for credit unless an assignment is specifically announced as an e-mail assignment.

No late work will be accepted without prior approval from the instructor.

Please double check your files before you submit (upload) you assignments to Blackboard.

Forgetting to attach a file or submitting a corrupted file (i.e., a file that cannot be opened) will be counted as no submission, so check the file you are submitting to make sure it is not corrupted. If I cannot open the file you submitted, I will notify you and the late “clock” will continue to tick until a version I can read is sent. Please do not procrastinate and wait until the last minute to submit videos and assignments. Be prompt and proactive...and double check to make sure that your video files have uploaded correctly! If I cannot view your video, I cannot assign you a presentation grade. In general, I will take one letter grade off of your presentation for each day that it is late even if you have a valid excuse. All written documents have to be in **Word doc, docx, or rtf** format.

EXCEPTIONS MADE FOR DEADLINES

There are very few exceptions I can make for missed deadlines for exams, presentation submissions, quiz completion, and all other course assignments with definite due dates.

Here are those exceptions:

- A personal emergency-you are sick and must care for an immediate member of your family who is sick without notice. I will need documentation that you have seen a doctor in these circumstances. This is the only way I can remain consistent with all students.
- Death of a family member or close friend. Only because this class is an online class, I will ask for documentation of the funeral.
- The university has cancelled classes due to an emergency or weather related event.

If you miss an exam or deadline for a course assignment, and do not meet the above circumstances, you will receive a zero on the assignment. If you do meet one of the above criteria, we will handle your grade on a case by case basis. You may make it up or I will suggest an alternative path.

“ATTENDANCE POLICY”

According to the University Senate, **“Registration in a course obligates the student to be regular and punctual in class attendance.”** In an online course, we do not have regular class meetings, but you are expected to regularly log into the course site, get updates on what is happening in class, and stay on track with readings, listening to lectures, engaging in discussions, and in general fulfilling course requirements. Please know that blackboard keeps a record of your presence in (or absence from) the course site.

Other Student Obligations

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- You are responsible for keeping track of activities and due dates in the course.
 - On the first day of the course, you will know when every assignment and exam is due.
- Look at it now and plan your term! *If you don't like a due date, set your own earlier than the stated one. If your health or life is unpredictable, work ahead of the stated deadlines*

EMERGENCIES AND COMPUTER CRASHES

If you have an emergency due to the weather (ie: ice storm, tornado) or you have a technology breakdown, please contact me however you can as soon as possible. You should continue to make progress toward completing the course. You need a backup plan for Internet access in case your primary computer fails. Avoid viruses by utilizing anti-virus software.

ACADEMIC OFFENSES: PLAGIARISM AND CHEATING

I expect that all of the individual assignments you complete for COMM 145 (and in all of your other courses) are always your own work. However, many students are not sure exactly what “your own work” means, so, please read again the information on plagiarism and cheating from your student handbook. Aside from copying work, plagiarism includes incorrectly citing sources or presenting someone’s information as your own, without crediting the source. To avoid this, you should carefully make notes to keep track of where your information came from. In written form, you must use quotation marks when referring to another’s work. In a speech where you are paraphrasing, you can say “According to ... (give name)...” It does not take much effort to make sure you follow the rules for using another’s thoughts.

YOU ARE RESPONSIBLE for telling your audience or reader whether you are:

1. directly quoting from a source
2. paraphrasing closely from a source, which means using significant portions of another source’s sentences or language
3. using the ideas advanced by a different source

Please note: I will be utilizing SafeAssign through Blackboard to aid in detecting plagiarism as you submit your presentation materials to me.

Penalty for Academic Dishonesty

Western Kentucky University and the Department of Communication are committed to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating on an exam, or purchasing papers, speeches, or other assignments will immediately receive a failing grade on the assignment and in the course, and will be reported for disciplinary action. Falsified medical excuses and presenting another student’s work as your own fall within the guidelines of this academic integrity policy.

As you can see, these are extreme measures for academic offenses that we believe are serious. If you have any questions about whether you may be plagiarizing in your work, please be sure to contact me well in advance of the due date for your assignment.

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IF YOU NEED HELP

RESOLVING COMPLAINTS ABOUT GRADES (From PCAL Dean's Office)

The first step in resolving a complaint about grades is for the student to attempt to resolve the problem directly with the course instructor. See the Student Handbook, available at <http://www.wku.edu/handbook/> for additional guidance.

If you have questions or concerns or find certain materials or assignments difficult please contact me by e-mail or come by during my office hours. If you are unable to come during my scheduled times, call me to arrange an appointment.

ADA Accommodation Statement/Student Accessibility Resource Center

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

The Communication Success Center (CSC)

The Communication Success Center (CSC) exists to help students from COMM 145 and COMM 200 with numerous skills that are required to complete assignments in those courses. Help is available from peer tutors on finding a topic, research, organization, outlining, writing introductions and conclusions, APA 6th ed. format, among other skills. The CSC is located in FAC 138 and hours are posted on or next to the door. Appointments can be made or drop-ins are allowed on a first-come/first-serve basis. Five computers are available to students in Department of Communication courses to use for any legitimate academic purpose related to course work. Printing services are NOT available in the CSC, but Microsoft Office files (Word, Excel, etc.) can be saved to your media or to your MyStuff/P: drive folder and later printed in student technology centers equipped with printing services found elsewhere on campus.

The Learning Center (TLC)

Should you require academic assistance with your WKU courses, The Learning Center (located in the Downing Student Union, Room 2141) provides free supplemental education programs for all currently enrolled WKU students. The Learning Center at Downing Student Union offers certified, one-on-one tutoring in over 200 subjects and eight academic skill areas by appointment or walk in. Online tutoring is offered to distance learners. TLC is also a quiet study

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area (with side rooms designated for peer-to-peer tutoring) and a computer lab to complete academic coursework. Please call TLC in the Downing Student Union at (270) 745-5065 for more information or to schedule a tutoring appointment. www.wku.edu/tlc

Research Appointments with your Personal Librarian

At WKU Libraries, your Personal Librarians are always ready to help! They have librarians for every program on campus, plus Special Collection librarians and archivists. Their goal is to save you time and help you be successful on term papers and other projects by showing you what you need to know to get started and be successful. Start your research by scheduling an appointment with your Personal Librarian. Find them at http://www.wku.edu/library/dlps/subj_lib_subject.php, call Helm-Cravens Reference Desk at 270-745-6125, or email web.reference@wku.edu.

Writing Center Assistance (for help with theory/concept term paper)

The Writing Center is located in Cherry Hall 123 on the Bowling Green campus and also offers online consultations for students who live at a distance or who cannot visit during regular operating hours. Writing tutors have been trained to provide helpful feedback to students at all phases of a writing project: they can *help you* brainstorm ideas, structure your essay, clarify your purpose, strengthen your support, and edit for clarity and correctness. But they will not revise or edit the paper *for you*. See instructions of the website www.wku.edu/writingcenter for making online or face-to-face appointments. Or call (270) 745-5719 during our operating hours (also listed on our website) for help scheduling an appointment.

Student Resource Portal

WKU has provided a link online to the Student Resource Portal. The webpages of this portal provide links to various services that you might find useful for this class or others during your time at WKU. To access the portal, point your Internet browser to <https://www.wku.edu/online/srp/>.

TITLE IX MISCONDUCT/ASSAULT STATEMENT

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at <https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and the Discrimination and Harassment Policy (#0.2040) at <https://www.wku.edu/policies/docs/251.pdf>.

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Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121.

Please note that while you may report an incident of sex/gender-based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are “Responsible Employees” of the University and MUST report what you share to WKU’s Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU’s Counseling and Testing Center at 270-745-3159.

References

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