

Program Research & Recommendation

New Program Proposal Form

☐ Degree ☒ Certificate of Achievement

New Program Title: Certificate in Speech and Debate

Initiator: Deb McCabe

First Semester Intended to Offer: Fall 2024

Program Description:

The Certificate of Achievement in Speech and Debate provides students with advanced training in public speaking and debate, with a focus on performing in public and competitive settings. Students will gain essential skills in research, critical thinking, and motivational, informative and persuasive speaking. Students will also develop a strong foundation in communication theory that will enhance their oral communication skills more broadly. Forensics experience and advanced speaking skills are highly valuable in the workplace and in a civic society, and this certificate will enable students to highlight those skills easily in their application materials for jobs, internships, and competitive programs. (12 units)

Program Courses:

Course No.	Title	Units
Required		
CMST 2/2H	Public Speaking	3
CMST 6	Oral Interpretation	3
CMST 14	Argumentation and Debate	3
CMST 12	Forensics (at least three units)	3

Potential need for/interest in program:

In their article, "11 Essential Soft Skills in 2023", Forbes Advisor includes as number one "the ability to convey messages in a clear and compelling way" (Danao, 2023). The article states that "[t]he ability to communicate effectively is often considered a critical component of professional success, and is highly valued by employers in a wide range of industries and professions." Likewise, EducationWeek's article titled "What Do Employers Want in a New Hire?" opens with a similar claim: "Good oral communication skills got the #1 slot among the 15 job skills that executives and hiring managers identified as very important in new hires. Eight in 10 executives and 9 in 10 hiring managers said recent college graduates really need good speaking skills when they come looking for jobs" (Gewertz, 2018). Finally, indeed claims that "Most job roles and industries require public speaking to engage and communicate with team members and audiences", and lists several essential job qualities that public speaking training provides, including critical thinking skills, leadership qualities, research skills, motivational and persuasion skills, and confidence ("Why is Public Speaking Important?", 2023). In not time at all, one can easily find similar employment-oriented publications making similar claims.

Program needs: (general fund requirements, equipment needs, facility/space requirements, etc.)

There are no special needs for this program, as it consists of courses that are already regularly taught and well-served by existing equipment and facilities.

Signature:

Date: 10-6-23

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