

**Speak Well, Write Well, Work Well!  
Enhancing Communication College Wide**

**Durham Technical Community College  
1637 Lawson Street  
Durham, North Carolina 27703**

The Durham Technical Community College community recognizes that in order to be truly successful in the 21st century, graduates must be adaptable to ever-changing communication mediums and increasingly diverse audiences. Therefore, the overall goal of Durham Technical Community College's Quality Enhancement Plan is to prepare all graduates to communicate effectively which will impact their ability to learn.

To meet this goal, the college will utilize a rubric developed by faculty to assess students' writing ability. This rubric, called COMP, will focus on the following competencies:

- Content (attention to audience and purpose, depth, development)
- Organization (pattern of logical thought, structure, coherence)
- Mechanics (phrasing, grammar, spelling, punctuation, documentation)
- Precision (language, evidence, terminology, mastery)

To assess oral presentations, the college will build on the work of Dr. Larry Kelley and utilize a rubric that will focus on the following competencies:

- Organization (logical sequence, provides explanation, elaborates)
- Eye contact (limited use of notes, maintains eye contact with audience)
- Delivery (tone, clarity, volume, grammar, pronunciation)

Both of these rubrics use a 1 – 4 scale, with one being the lowest and four the highest. Our goal is that all students will demonstrate at least a level “2” on written and oral communication skills, and 90 percent of students will demonstrate these skills at a level “3” or higher. Students will be assessed during the capstone course of their program's plan of study.

Implementation will begin with five programs. These selected programs will utilize the written and oral communication rubrics both in the entry-level course and in the capstone course. Faculty will be trained in how to use the rubric through sessions offered by the college's Teaching-Learning Center. At the end of each year, an evaluation of the rubric and analysis of data will be used to improve the process. Five programs will be added each year of the plan.

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