

# Butte College

## Certificate of Achievement

### Interpersonal Communication

#### 1. Statement of Program Goals and Objectives

In the 2017 *Vision for Success*, the California Community College system articulated seven commitments intended to drive improvement, success and equity. Number two reads, “Always design and decide with the student in mind” (Update, 2021, p.5). Both the decision to create this certificate and its design fulfill that commitment. This certificate will enable students to shine a light on a particular set of coursework that is especially valuable to institutions of all kinds, potentially giving them a leg up as they apply for jobs, internships, scholarships, and/or further educational programs.

Interpersonal Communication skills are essential “soft skills” for today’s work environments. According to *Education Week*, “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” (Gewertz, 2018). In January 2023, *Cultivated Culture* reported on a survey which revealed that “44% of executives think a lack of soft skills was causing the biggest gap in proficiency in the workplace” (Belcak, 2023). Soft skills include the communication and relational skills that are directly addressed in Interpersonal Communication classes, including those more specifically focused on interactions with people with different social identities and cultural or gendered communication patterns. Although it does not lead directly to a specific job opportunity, this certificate will highlight students as particularly equipped to meet this widespread employer need.

The Certificate of Achievement in Interpersonal Communication will enable students to develop the theoretical understanding, research-based knowledge, and practical skills needed to engage in productive dialogue and to develop successful interpersonal relationships. Productive dialogue and successful relationships are essential to career and life success in today’s increasingly complex, often divisive society. Students will understand communication processes, interactional dynamics, social identities and their influence on interactions, approaches to conflict management, and more.

#### Program Learning Outcomes

- Express messages with clarity and influence, adapting to audience, purpose and context.
- Develop and apply conflict management and leadership skills.
- Demonstrate effective listening skills in diverse contexts.

#### Sources:

- Belcak, A. (January 2, 2023). Soft skills employers want. *Cultivated Culture*. Retrieved from <https://cultivatedculture.com/>
- Ferguson, E. (September, 2023). What is DEI training? An explainer for executives. *Lever*. Retrieved from <https://www.lever.co/blog/>
- Gewertz, C. (August 28, 2018). What do employers want in a new hire? Mostly, good speaking skills. *Education Week*. Retrieved from <https://www.edweek.org>
- Tenney, M. (n.d.). Why is DEI important in 2023? *Business Leadership Today*. Retrieved from <https://businessleadershiptoday.com>
- Update to the vision for success: Reaffirming equity in a time of recovery. (July, 2021). *California Community Colleges*. Retrieved from <https://www.cccco.edu>

#### 2. Catalog Description

**Not Financial Aid Eligible.** The Certificate of Achievement in Interpersonal Communication will inform future employers, college admissions offices and professional institutions that you have received specialized training in communication

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skills. The certificate can accompany any degree and enhance your qualifications for a variety of jobs, internships and other opportunities. Communication skills are an intrinsic component of success in both personal and professional relationships and are highly valued by employers. The coursework will provide a strong foundation for communicating successfully in pairs and small groups, especially among people with diverse cultural backgrounds, social identities, and gendered communication behaviors.

*No prerequisites  
All classes transfer to CSU and UC*

### 3. Program Requirements

Requirements	Dept. Name/#	Title	Units	Sequence
<b>Required Core (12 units)</b>				
	CMST 4	Small Group Communication	3	Yr 1, Fall
	CMST 10	Interpersonal Communication	3	Yr 1, Spring
	CMST 9	Intercultural Communication	3	Yr 1, Spring
	CMST 13	Gender and Communication	3	Yr 2, Fall
<b>Two Electives (6 units)</b>				
	CMST 14	Argumentation and Debate	3	Yr 2 Fall or Spring
	BCIS 13	Business Communication	3	
	BUS 35	Leading and Supervising Teams	3	
	BUS 44	Human Resources Management	3	
	ETHS 1	Introduction to Ethnic Studies	3	
	ETHS 10 or ETHS 20 or ETHS 30	Introduction to Chicano  Introduction to Native American Studies  Asian American Studies	3  3  3	
	PSY 41	Sociocultural Context of Psychological Development	3	
	SOC 20	Introduction to Race and Ethnicity	3	

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	SOC 30	Sociology of Inequality	3	
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Required Core Total: 12 units

**TOTAL UNITS: 18 units**

Proposed Sequence:

Year 1, Fall = 3 units

Year 1, Spring = 6 units

Year 2, Fall = 3 or 6 units

Year 2, Spring = 3 or 6 units

TOTAL UNITS: 18 units

#### 4. Master Planning

As mentioned in section 1, this certificate aligns with local community employment needs, since it provides students with high-demand soft skills. This employment need is readily apparent within Butte College's service area. In the 2019 Butte College *Educational Master Plan*, the largest occupations that require some college education are high-touch interpersonal occupations: nurses and other health care professionals, teachers and teaching assistants, and managers.

Moreover, the certificate also enables students to participate productively in community and civic engagement. One major emphasis in the CCC's *Vision for Success* update is the need for educational institution to lead efforts to "recover from the social and health traumas of the past year," specifically regarding "economic and social recovery" (Update, 2021, pp. 12 & 14). One way to lead those efforts is to produce students who have achieved the interpersonal skills necessary for influencing and working with others, especially those with different social identities and communication behaviors.

Finally, the certificate reflects several of the values and institutional learning outcomes identified in Butte College's *Educational Master Plan*, as follows:

It supports four of Butte College's Values:

- **Students First:** Student success is our purpose and drives decision-making and resource allocation.
- **Respect:** We value each other and build trust by engaging openly with one another's ideas, philosophies, and perspectives.
- **Diversity:** We appreciate the attributes, capabilities and differences of each individual and we foster the social responsibility to create an inclusive institution that supports the success of all students and provides them with a global perspective.
- **Communication:** We are professional in our interactions and cultivate an open, collaborative environment of fairness and integrity.

Similarly, it fulfills quite a few of Butte College's Institutional Learning Outcomes, especially those focused on competent communication:

- **Think Critically**
  - Apply knowledge and skills to a variety of situations.
- **Communicate Competently**
  - Listen respectfully and actively to diverse ideas and perspectives.
  - Communicate clearly, appropriately, and ethically.

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### Interpersonal Communication

- Adapt messages to a variety of audiences and purposes both through writing and speaking.
- Engage Collaboratively
  - Interact productively and empathetically in different social and cultural contexts.
- Work Effectively
  - Work well with others and foster an inclusive workplace.

Sources:

- Educational master plan. (December, 2019). *Butte College*. Retrieved from <https://www.butte.edu>
- Update to the vision for success: Reaffirming equity in a time of recovery. (July, 2021). *California Community Colleges*. Retrieved from <https://www.cccco.edu>

#### 5. Enrollment and Completer Projections

CB01: Course Department Number	CB02: Course Title	2021-2022		2022-2023	
		Annual # Sections	Annual Enrollment Total	Annual # Sections	Annual Enrollment Total
CMST 4	Small Group Communication	21	479	20	473
CMST 10	Interpersonal Communication	5	119	4	101
CMST 9	Intercultural Communication	5	103	5	99
CMST 13	Gender and Communication	3	53	4	66
CMST 14	Argumentation and Debate	9	167	8	148
BCIS 13	Business Communication	7	116	9	174
BUS 35	Leading and Supervising Teams	4	76	2	58
BUS 44	Human Resources Management	1	29	2	50
ETHS 1	Introduction to Ethnic Studies	0	0	0	0
ETHS 10 or ETHS 20 or ETHS 30	Intro to Chicano Studies	1	28	6	177
	Intro African American Studies	2	65	8	278
	Intro to Asian American Studies	2	63	5	160
PSY 41	Sociocultural Context of Psychological Development	5	143	3	98
SOC 20	Introduction to Race and Ethnicity	2	32	2	38

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SOC 30 or SOC 30H	Sociology of Inequality  Honor Sociology of Inequality	2	45	2	41
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**6. Place of Program in Curriculum/Similar Programs**

- a) Do any active inventory records need to be made inactive or changed in connection with the approval of the proposed program? If yes, please specify. **No**
- b) Does the program replace any existing program(s) on the college's inventory? Provide relevant details if this program is related to the termination or scaling down of another program(s). **NA**
- c) What related programs are offered by the college? **NA**

**7. Similar Programs at Other Colleges in Service Area**

The three community colleges nearest to Butte College are Yuba College, Feather River College, and Shasta College. None of these colleges offers a similar program.

# Butte College

## Certificate of Achievement

### Speech and Debate

#### 1. Statement of Program Goals and Objectives

The Certificate of Achievement in Speech and Debate rewards students who have pursued specialized training in written and oral communication. The certificate recognizes students' achievement in a variety of communication skills, including public speaking, information literacy, critical thinking, argumentation, verbal and nonverbal communication competence, critical listening, and persuasion.

This certificate fulfills the second of seven commitments articulated in the California Community College's 2017 *Vision for Success*: "Always design and decide with the student in mind" (Update, 2021, p.5). The high demand for advanced speaking skills, both by employers and in communities, warrants this certificate, since it highlights a particular set of coursework that is especially valuable to institutions of all kinds. Achieving the certificate will help students maximize their success as they apply for jobs, internships, scholarships, and/or further educational programs.

Employers value strong public speaking skills. In a list of essential soft skills in 2023, Monique Danao's number one is "the ability to convey messages in a clear and compelling way" (Danao, 2023). She explains 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, writing for *Education Week*, Catherine Gewertz asserts that "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, job-listing site *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", 2018).

Public speaking skills are also essential for civic engagement, which is essential to solving community problems in a democratic society. There is no doubt that the state of public dialogue and debate in the U.S. needs work. According to the Pew Research Center, large majorities of its respondents said "the tone and nature of political debate in the United States has become more negative in recent years – as well as less respectful, less fact-based and less substantive" (Public, 2019). Moreover, respondents described their everyday conversations about politics as "tense and difficult" and "stressful and frustrating" (Public, 2019). Clearly, a certificate highlighting specialized training in communication skills meets existing community needs, in terms of both employment and civic life.

#### **Program Learning Objectives**

- Pursue and evaluate information through inquiry, research and critical thinking.
- Demonstrate effective written and spoken communication.
- Develop and deliver persuasive arguments on matters of public concern.

#### Sources:

- Danao, M. (April 20, 2023). 11 essential soft skills in 2023 (with examples). *Forbes Advisor*. Retrieved from <https://www.forbes.com>
- Gewertz, C. (August 28, 2018). What do employers want in a new hire? Mostly, good speaking skills. *Education Week*. Retrieved from <https://www.edweek.org>
- Public highly critical of state of political discourse in the U.S. (June 19, 2019). *Pew Research Center*. Retrieved from <https://www.pewresearch.org>
- Update to the vision for success: Reaffirming equity in a time of recovery. (July, 2021). *California Community Colleges*. Retrieved from <https://www.cccco.edu>

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## Certificate of Achievement

### Speech and Debate

- Why is public speaking important? (With tips to improve). (September 18, 2023). *Indeed*. Retrieved from <https://ca.indeed.com>

#### 2. Catalog Description

*Not Financial Aid Eligible.* 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, critical listening, and motivational, informative and persuasive writing and speaking. Students will also develop a strong foundation in communication theory that will enhance their communication competence more broadly. Forensics experience and advanced speaking skills are highly valuable in the workplace and in civic life, and this certificate enables students to highlight those skills in their applications for jobs, internships, and competitive programs.

*No prerequisites*

*All classes transfer to CSU and UC*

#### 3. Program Requirements

Requirements	Dept. Name/#	Title	Units	Sequence
<b>Required Core (12 units)</b>				
	COMM-C1000	Introduction to Public Speaking	3	Yr 1, Fall
	CMST 14	Argumentation and Debate	3	Yr 1, Spring
	CMST 6	Oral Interpretation	3	Yr 2, Fall
	CMST 12	Forensics	3	Yr 2, Fall or Spring

**Required Core Total:** 12 units

**TOTAL UNITS:** 12 units

Proposed Sequence:

Year 1, Fall = 3 units

Year 1, Spring = 3 units

Year 2, Fall = 3 or 6 units

Year 2, Spring = 3 or 6 units

**TOTAL UNITS:** 12 units

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## Certificate of Achievement

### Speech and Debate

#### 4. Master Planning

As mentioned in section 1, this certificate recognizes students who have developed highly valued employment skills. Moreover, the certificate also enables students to participate productively in community and civic engagement. A major emphasis in the CCC's *Vision for Success* update is the need for educational institutions to lead efforts to "recover from the social and health traumas of the past year," specifically regarding "economic and social recovery" (Update, 2021, pp. 12 & 14). One way to lead those efforts is to produce students who have achieved the skills necessary for influencing others.

This certificate also complies with Butte College's Educational Master Plan, because it supports our core Values and fulfills almost ALL of our Institutional Learning Outcomes, with just four courses. Those values and outcomes are as follows:

#### Butte College's Values:

- Students First: Student success is our purpose and drives decision-making and resource allocation.
- Respect: We value each other and build trust by engaging openly with one another's ideas, philosophies, and perspectives.
- Communication: We are professional in our interactions and cultivate an open, collaborative environment of fairness and integrity.
- Accountability: We are accountable to one another, for our responsibilities, and for developing critical thinking and civic engagement in our students. As responsible stewards of the public trust, we use our resources effectively to fulfill the mission and obligations of the college.

#### Butte College's Institutional Learning Outcomes

- Think Critically
  - Locate relevant information resources and use them effectively and ethically.
  - Interpret, analyze, synthesize, and evaluate ideas and information.
  - Apply knowledge and skills to a variety of situations.
- Communicate Competently
  - Listen respectfully and actively to diverse ideas and perspectives.
  - Communicate clearly, appropriately, and ethically.
  - Adapt messages to a variety of audiences and purposes both through writing and speaking.
- Engage Collaboratively
  - Engage with your community to enact positive change.
- Work Effectively
  - Demonstrate skills, knowledge, and problem solving applicable to one's field of study.
  - Work well with others and foster an inclusive workplace.

#### Sources:

- Educational master plan. (December, 2019). *Butte College*. Retrieved from <https://www.butte.edu>
- Update to the vision for success: Reaffirming equity in a time of recovery. (July, 2021). *California Community Colleges*. Retrieved from <https://www.cccco.edu>

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### 5. Enrollment and Completer Projections

CB01: Course Department Number	CB02: Course Title	2021-2022		2022-2023	
		Annual # Sections	Annual Enrollment Total	Annual # Sections	Annual Enrollment Total
COMM-C1000	Introduction to Public Speaking	48	929	47	919
CMST 6	Oral Interpretation	2	27	1	16
CMST 14	Argumentation and Debate	9	167	8	148
CMST 12	Forensics	2	12	2	25

*\*CMST 2H is no longer offered at Butte College and thus is not included in the certificate, but historically it represents part of the enrollment picture.*

### 6. Place of Program in Curriculum/Similar Programs

- a) Do any active inventory records need to be made inactive or changed in connection with the approval of the proposed program? If yes, please specify. **No**
- b) Does the program replace any existing program(s) on the college's inventory? Provide relevant details if this program is related to the termination or scaling down of another program(s). **NA**
- c) What related programs are offered by the college? **None**

### 7. Similar Programs at Other Colleges in Service Area

The three community colleges nearest to Butte College are Yuba College, Feather River College, and Shasta College. None of these colleges offers a similar program.