Communication across the Curriculum
Enhancing LSU students’ learning experiences and communication skills

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Four modes
Demand for WAC program from Provost
Received $2.5 million gift, not endowed
Hired visionary director
Established CxC under Academic Affairs
LESSON #1:

Create ownership by the entire campus.
2004

Formed faculty advisory council
Hired coordinator & associate director
Formulated course certification requirements
Established DC certification requirements
LESSON #2:
Live the mantra
"for faculty, by faculty."
2005

Weak LSU CELT
Launched certification databases
Hosted 1st Faculty Summer Institute
Offered first C-I courses, 28 sections
Opened CxC Engineering Studio
LESSON #3:

Don't duplicate resources.
Do seize opportunities.
Selected as part of LSU QEP
Admitted first DC candidates
Awarded studio start-up grant, $260K
Awarded science comm grant, $300K
Instated new Provost
LESSON #4:

Become invaluable to, and inseparable from, the bigger picture.
2007

Opened additional Studios: HSS, A+D, SCI
Hosted 1st Student Digital Media Fest
Certified 1st class of DCs, 8 students
LESSON #5:
Respect disciplinary needs and cultures.
2008

Received AA budget line, $100K
Certified ID curriculum
Received gift for ENGR Studio, $100K
Hired new assoc. director
LESSON #6:
Different perspectives are good and necessary.
Hired new director, 50%
Conducted university-wide assessment of writing
Hosted 1st Faculty Lunch & Learn
Awarded film resource grant, $40K
Transitioned CxC HSS Studio to CxC Studio 151
Awarded NSF calibrated peer review grant, $190K
Instated new Provost
LESSON #7:
The way you've "always done it" rarely works.
2010

Named sole recipient of CCCC award
Opened CxC M&DA Studio
Increased rigor for DC certification
Revised C-I certification criteria
Folded Science Studio into Studio 151
Received Student Gov’t funding, $4K
Recognized 1st Honorary DC
LESSON #8:
Re-evaluate regularly and raise the bar.
An LSU graduate will demonstrate effective communication of complex knowledge and ideas through written, oral, visual and technological media.
2011

- Released revision of Gen Ed outcomes
- Formalized college/departmental strategic plans
- Awarded science grant, $130K
- Assumed Writing Center services, $30K
- Launched ENGR Globalization Initiative
- Aligned M&DA entrepreneurship program with DC
- Formed Student Advisory Council
LESSON #9:
Partner with existing units/programs and share successes.
2012

Piloted new C-I course student evals
Hired Science coordinator for Studio 151
Awarded 3D scanning grant, $70K

Re-submitting to NSF for globalization grant
Collaborating on new QEP
Instating new Provost, August
Opening CxC Business Studio
Requesting long-term state funding
# of Students Taught in C-I Sections Campus-Wide

- Spring
- Fall

Spring 2005: 434
Spring 2006: 397
Spring 2007: 1500
Spring 2008: 1935
Spring 2009: 2698
Spring 2010: 3026
Spring 2011: 4175
Spring 2012: 3866

Fall 2005: 23
Fall 2006: 20
Fall 2007: 63
Fall 2008: 71
Fall 2009: 114
Fall 2010: 131
Fall 2011: 127
Fall 2012: 190

Total Student Sign-ins at CxC Studios

- Fall 06: 5624
- Spr 07: 7293
- Fall 07: 7926
- Spr 08: 7531
- Fall 08: 7327
- Spr 09: 7761
- Fall 09: 8132
- Spr 10: 6747
- Fall 10: 7768
- Spr 11: 8803

Unique Student Visits to CxC Studios

- Fall 06: 984
- Spr 07: 1430
- Fall 07: 1298
- Spr 08: 1437
- Fall 08: 1579
- Spr 09: 1669
- Fall 09: 1930
- Spr 10: 1856
- Fall 10: 1987
- Spr 11: 2200
- Fall 11: 2295
The LSU CxC program currently impacts 35% of LSU undergraduates university-wide (nearly 8,155 individual students annually).

It costs about $85 per student per year to run the LSU CxC program as it currently functions (economies of scale would apply with growth).
...and beyond

Revise C-I course certification form
Hire development officer/grant writer
Create a succession plan
Increase research and publications
Improve analysis of unique student impact
Create pedagogy for C-I in distance ed courses
Explore mobile and global genres
Expand to support graduate students
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