

Tools for Clear Speech (TfCS) FA23

The Tools for Clear Speech (TfCS) program improves the pronunciation, fluency, and pragmatic abilities of non-native English speakers (NNES) and the multilingual community of Baruch College. Our participants achieve more effective and intelligible communication, developing skills that empower them to succeed in their classrooms, careers, and beyond. TfCS also enriches the diversity of the College by providing opportunities to foster intercultural communication, inclusion, and global awareness among its community.

Spring 2023 was a semester of continued growth and expansion for TfCS. Through enhanced focus on student engagement and curricular support, the program once again saw increases in most participation metrics including unique participants, hours of services received, and formal assessments delivered. With a current staff of only six part-time Speech Consultants, TfCS has made these gains while maximizing workload efficiency and continuing to offer innovative, outcomes-driven services not found elsewhere in higher education. Other highlights of Spring 2023 include another significant increase in traffic to the TfCS distance learning site, continued WSAS COM 3021-T piloting, and contributions to the unparalleled success of Baruch's MFE Program. TfCS's momentum remains strong in AY 2023-24, and we anticipate once again reporting significant gains in student engagement despite reduced budget allocation.

TfCS Spring 2023 Participation	SP23	Change From SP22
Unique Students Served	206	+28%
Additional Unique Students Served Through In-Class Workshops & Special Events	116	+87%
Total Hours of Services Received	1,639	+26%
Faculty & Staff Participants	8	+3
Total Assessments Delivered	124	+130%
Total Tools To-Go Distance Learning Webpage Views Jan - Jun 2023	427,500	+21%

TfCS Year-End Participation	Total AY 2022-23	Change from AY 2021-22
Unique Students Served	510	+45%
Hours of Services Delivered	3,483	+18%

COM 3021-T – In SP23, TfCS coordinated and supported two pilot sections of COM 3021-T (24 students), providing individualized assessment and course-focused supplemental instruction to help students raise oral communication skills. Analysis and outcomes assessment is underway.

In Summer 2023, TfCS co-coordinated and supported two 10-week (Summer III) sections of COM 3021-T that served 30 non-native English-speaking students from the Southwest University of Finance and Economics (SWUFE). Analysis and outcomes assessment for all spring and summer sections is underway.

WSAS MFE Program & Zicklin PhD Program Support – TfCS continued its partnership with the WSAS MFE and ZSB PhD programs, offering 9 ZSB PhD students weekly or biweekly instructional sessions and preferred access to small group workshops. 6 MFE students also continued TfCS instruction in SP23 after their summer/fall intensive seminar. Surveys distributed to all students reported exceptional levels of satisfaction with instruction, TfCS staff, and overall quality of programming (100% extremely/very satisfied in all areas).

Additional Curricular Support & Engagement – Aligning soundly with President Wu's College-Focused Goals and the new College Strategic Plan, TfCS continued to deliver workshops that complement course and career goals to support student success, linguistic diversity, belonging, and inclusion. In SP23, TfCS delivered in-class workshops to 90+ students in courses such as MGT 4800, BUS 80200, and ENG 2150-T. Additionally, TfCS collaborated with the WSAS, ZSB, and MSPIA Career Management Centers to deliver our *Clear, Confident Interviews* workshop to 25+ alumni and graduate students. Finally, TfCS and SEEK initiated a partnership to offer in-class workshops to all SEEK FYS sections, which began in FA23.

Tools To-Go – The TfCS online distance-learning website continues to see substantial growth in its annual traffic and usage. In Spring 2023 alone, Tools *To-Go* attracted over 427k 'clicks' (interactions with website resources) from over 150k users in 215 countries around the world. The year-end total for 2022 was 750k+ clicks from 290k+ users, far surpassing our engagement projection. Due to this high traffic and demand, TfCS will continue to upgrade and maintain the site for increased usage, and will work with the Digital Learning Hub director to align its resources with College and DLH goals and explore scaling opportunities.