

Daniel Ruiz

Student Project Plan

1. This project will be a fully online learning module, for Franklin High School (and other Seattle Public School High Schools wanting to adopt), that will be the initial prototype for a much larger course design if approved. The course is based on a single 4-part lesson on Communication Skills that is part of a much larger unit covering five essential 21st Century Skills for the Workplace. The entire course is 6 units, so this is only 1/5 of a single unit, that unit being only 1/6 of an entire semester-long course in Career Readiness. I will use this module as an example of how the course could potentially be turned into a hybrid or asynchronous version for students who:

- have challenges getting to class (mostly due to work and family responsibilities);
- need the class to graduate but do not have time/availability in their schedule;
- are non-native English speakers challenged by the course delivered in person because of language barriers while still acquiring English language skills in school.

After meeting with our CTE Director, Executive Director of College and Career Readiness, and District Online Learning Manager in September; I will determine how to move forward with further developing this into a full online course. I will likely ask for a semester-long .5 drop in teaching FTE to complete this work.

2. The fully completed course will be conducted asynchronously and will use Schoology, the LMS currently used by Seattle Public Schools. The module I develop for the prototype will also be built and launched in Schoology with additional external links to other apps and websites for learning exercises. The learning objectives are as follows:

- a) Identify the different communication modes and methods and their impact on effective communication.
- b.) Practice strategies for effective communication and determine which are strengths and weaknesses for future growth and development.
- c.) Evaluate and design strategic communication plans using the following framework: analyzing a target audience, identifying a communication goal, selecting key messages, and determining the most effective timing and communication method to achieve a desired outcome.
- d.) Apply a communication planning framework to a realistic professional scenario by creating and delivering a communication that demonstrates appropriate audience

awareness, message design, delivery method, and timing to successfully obtain an important result from the intended audience.

3. I plan on having all elements of the course ready by the August 26, the day before the final presentation day.

4. The outline of the module is already mapped out in my lesson planning for the in-person course, so I will only need to adapt my lessons (4 lessons total that will be turned into a single module, “21st Century Skills: Communication. I will divide the module into two parts: Characteristics of Effective Communication and Communication Planning. Here is my timeline for completion of the module:

PART 1: August 7

PART 2: August 14

Review/Revise entire module and build Summative Assessment: August 21

Present module: August 27, 4-6pm

5. The components of the module will include the following elements:

- Video recordings of me in 5-7 minute increments delivering the lesson as I would in-person
- Formative Knowledge Check / Vocabulary Activities
- Vocabulary quiz (7 essential characteristics of effective communication)
- Reflection Posting self-assessing strengths and weaknesses in terms of communication
- Student Video Recording submitted showcasing both an effective communication strategy and a current communication weakness; student can also do this as a live virtual meeting scheduled in bookings where I can then record the meeting.
- Discussion Board sharing their videos, evaluating their own performance, and accepting feedback from me and others taking the course online.
- Interactive games using personalization to walk through communication planning scenarios in the workplace

- Reflection Posting on a previous communication that failed and how they would have done it differently if planned out, taking the new proposed communication through the method.
- Summative Assignment/Project (rubric-scaled) where student applies communication planning method to a scenario and then recreates that communication in a video recording also demonstrating a mastery of a previous communication delivery weakness; student can also do this as a live virtual meeting scheduled in bookings where I can then record the meeting.