

# Public Speaking Analysis – Public Speaking in 2021 – 2022 Schedules

Updated January 18, 2022

## Overview

During June and early July of 2021, the Fall 2021 schedules of all 115 degree-granting California Community Colleges were reviewed to determine whether textbook information was readily available and if a Zero Textbook Cost (ZTC) mark had been implemented. Both elements of textbook information are required to be available to students at the time of registration. To provide an additional benefit to the analysis, data were gathered with respect to the availability of information specifically for public speaking courses (C-ID COMM 110, Public Speaking).

Even though the Higher Education Act has required textbook information to be available in the schedules of institutions of higher education that receive federal funding since July of 2010, an alarming number of colleges provide no such information and even when there is a place in the schedule for such information, it is commonly missing. The provision of such information is not only required, but it is critical for students who require accommodations (e.g., the student who needs a text in Braille) and allows all students to not only plan for the cost of their texts, but to seek out less expensive alternatives.

The requirement that sections with no cost for students be “marked” in the California Community Colleges has been in effect since January 1, 2018 ([California Education Code 66406.9](#)). As this legal mandate, like the federal textbook requirements, does not have a clearly identified responsible party at the local level, its implementation has been uneven and inconsistent. In addition, there are no consequences for failing to implement either.

Despite the alarming compliance issues, there are numerous positive findings, including the ease of accessing information at some colleges and the large number of sections of the target course that were ZTC. Despite the challenges associated implementing the no-cost or Zero Textbook Cost (ZTC) designation, the colleges continue to make progress. Therefore, the data originally obtained were reviewed and modifications made based on data from 2022 Spring or 2022 Winter schedules. The focus on this review was to see if colleges that indicated no ZTC sections during Fall 2021 now had ZTC sections. The status of over 20 colleges changes as a result of this analysis. In some instances, the ZTC mark was a new addition and, in others, textbook information that was not previously accessible now was. It should be noted that the difficulties associated with identifying ZTC sections makes it likely that the count is an under-count.

## Initial Findings

As manually gathering data from the colleges is subject to errors, these data should all be viewed as in draft form and subject to further refinement. It is our hope to find ways to simplify the data collection moving forward to make it possible to expand the courses for which section-level analyses can be provided. During the initial analysis, a number of colleges that only provided a PDF of their schedules were excluded. Most of these now have a mark in the PDF schedule, meeting the marking requirement in their passive schedule.

An obvious solution to the lack of responsibility for implementing the requirements noted above would be the introduction of a section-level data element that would allow for the centralized collection of data related to college textbook cost efforts. The ASCCC supports the implementation of such a data element and the use of means to encourage its implementation, including making the implementation of such a data element a requirement for accessing ZTC funds.

Advocate for Development of a ZTC Data Element

Spring 2021

ASCCC Resolution Number: 11.02

Whereas, California Education Code §66406.9 requires that each of the California community colleges “(1) (A) Clearly highlight, by means that may include a symbol or logo in a conspicuous place on the online campus course schedule, the courses that exclusively use digital course materials that are free of charge to students and may have a low-cost option for print versions,” a legislated mandate for which little guidance has been provided;

Whereas, [Resolution 9.01 F20](#) established that the Academic Senate for California Community Colleges recommends that the no-cost designation required by Education Code §66406.9 be used to recognize sections that use digital resources and sections that require a textbook yet are no-cost due to something other than a digital alternative, effectively aligning the requirements of the legislation and with those established by the California Community Colleges Chancellor’s Office for courses that are zero textbook cost;

Whereas, California Code of Regulations Title 5 §59404 mandates that districts that require students to “provide instructional materials for a course shall adopt policies or regulations” that “shall direct instructors to take reasonable steps to minimize the cost and ensure the necessity of instructional materials”; and

Whereas, No mechanisms presently exist for gathering data regarding local efforts to reduce the cost of instructional materials, confirming or encouraging compliance with Education Code 66406.9, or assessing compliance with Title 5 §59404;

Resolved, That the Academic Senate for California Community Colleges collaborate with appropriate constituent groups and the California Community Colleges Chancellor's Office to implement a management information system course section data element that, at a minimum, is used to identify course sections that have no associated instructional materials costs;

Resolved, That the Academic Senate for California Community Colleges support the establishment of a course section data element that, at a minimum, differentiates between sections requiring purchase of a textbook or other instructional materials including those requiring purchase of an access code and all instances when a printed resource is required and not provided, those sections that are zero textbook cost (ZTC) due to the use of no- cost open educational resources, those that are ZTC but the resources have a cost that is not passed on to students, those that use no textbook, and those that are low-cost as defined locally;

Resolved, That the Academic Senate for California Community Colleges encourage the California Community Colleges Chancellor's Office to make a proposed course section data element field regarding zero textbook cost materials available as soon as possible and include an appropriate timeline for its required use; and

Resolved, That the Academic Senate for California Community Colleges support actions by the California Community Colleges Chancellor's Office to encourage early adoption of a proposed data element regarding zero textbook cost materials, such as requiring its use in order to access zero textbook cost funding.

### **Excluded Colleges**

Nine colleges were excluded from the analysis.

College	Reason for Exclusion
Crafton Hills	Although generally not marked, all sections are free to all students due to district purchase (21-22 only).
Feather River	Unable to assess.
Moreno Valley	Unable to assess.
Norco	Unable to assess.
Palo Verde	Unable to assess.
Riverside City	Unable to assess.
San Joaquin Delta	Unable to assess.
San Bernardino Valley	Although generally not marked, all sections are free to all students due to district purchase (21-22 only).
Victor Valley	Unable to assess.

## **ZTC and Public Speaking**

Ten colleges indicate that 100% of their sections of the target course are ZTC (Appendix A). Another eight are in the 80 – 97% range. Eight-two of the colleges (82/106; over 77%) had at least one section of the course marked as ZTC.

## **Texts in Use**

While OER text information were rarely identified, three texts appear to be in use among California Community College faculty.

1. [Exploring Public Speaking](#)
2. [The Public Speaking Project](#)
3. [Stand up, Speak out: The Practice and Ethics of Public Speaking](#)

## **Other Notes (Appendix B)**

Some colleges have found creative ways to add a ZTC note to their schedules, sometimes repurposing existing space intended for section notes. These work-arounds vary in their effectiveness. In similar ways, bookstore-provided information has often had to be repurposed to provide information about OER. Alarming, there are often misrepresentations of OER information in course schedules. When faculty wish to make a print version of a text available, that print version may appear to be required in the schedule of classes. Reportedly, this is sometimes done purposefully to ensure that students with book vouchers can use them to purchase the print copy.

## **Conclusions**

At a time when advances are being made with respect to equity in a wide array of domains, efforts to increase textbook affordability and cost transparency are hampered by a lack of support and responsibility. The implementation of the proposed data element could address a wide array of issues as would clarifying the rules regarding the use of textbook vouchers to ensure that misleading statements are not required in schedules to ensure they can be used.

## Appendices


### Appendix A – ZTC Public Speaking Sections

<b>College</b>	<b>Sections</b>	<b>Sections Marked ZTC</b>
Irvine	48	100%
Moorpark	47	100%
Butte	28	100%
West LA	22	100%
Ventura	20	100%
Mission	17	100%
WH-LeMoore	9	100%
WH-Coalinga	3	100%
Lassen	2	100%
College of the Siskiyous	1	100%
Glendale	32	97%
Shasta	19	95%
LA Trade Technical	16	94%
Coastline	8	88%
Skyline	14	86%
Oxnard	13	85%
Cabrillo	6	83%
Allan Hancock	10	80%
LA Valley	39	77%
Contra Costa	13	77%
Imperial	20	75%
Reedley	15	73%
Fullerton	38	71%
Mt. San Jacinto	46	70%
Golden West	27	67%
Canada	3	67%
College of Marin	3	67%
Las Positas	20	65%
Modesto	42	64%
College of the Canyons	46	63%
Chabot	35	57%
Madera	7	57%
MiraCosta	27	56%
Long Beach City	41	51%

<b>College</b>	<b>Sections</b>	<b>Sections Marked ZTC</b>
College of Alameda	2	50%
Saddleback	37	49%
Chaffey	35	46%
Los Angeles City	20	45%
Cerritos	14	43%
Los Medanos	26	42%
Santa Rosa Junior	37	41%
Barstow	10	40%
Diablo Valley	43	35%
Grossmont	20	35%
American River	29	34%
College of the Desert	24	33%
Evergreen	12	33%
Yuba	6	33%
Sierra	44	32%
Monterey Peninsula	10	30%
El Camino	24	29%
Clovis	18	28%
De Anza	30	27%
Antelope Valley	36	25%
Cuyamaca	28	25%
Hartnell	16	25%
San Jose City	8	25%
Bakersfield	50	24%
Foothill	9	22%
Fresno	27	19%
College of San Mateo	11	18%
Mt. SAC	77	17%
Cosumnes River	29	17%
College of the Sequoias	23	17%
Redwoods	6	17%
Pasadena	60	15%
LA Mission	21	14%
Merced	14	14%
Solano	24	13%
City College of SF	16	13%
Santa Barbara	15	13%
Palomar	59	12%

<b>College</b>	<b>Sections</b>	<b>Sections Marked ZTC</b>
Folsom	19	11%
West Valley	19	11%
Compton	10	10%
Cuesta	12	8%
Rio Hondo	36	6%
LA Pierce	31	6%
Santa Ana	22	5%
Sacramento	24	4%
Santa Monica	39	3%
Southwestern	33	3%

## Appendix B – Schedule Screenshots

32 class section(s) found						
▼ SPCH 101 - Public Speaking						
Class	Section	Days & Times	Room	Instructor	Meeting Dates	Status
4350	12-LEC Regular	TuTh 7:35AM - 9:00AM	REMOTE	Jeffrey Smith	08/30/2021 - 12/15/2021	
Topic: ZTC ZERO TEXTBOOK COST						

Is currently open for viewing only. Items may Not be added to your cart.

Image  
Not  
Available

OPTIONAL

### STAND UP, SPEAK OUT (OER)

Author: U OF MINNESOTA

ISBN: 9781946135254

Book Notes:

Print

\$48.00 New

Fall 2021

### 1 CMST / 60 / F0393

Required Materials (1)



1 REQUIRED

### CMST 60: Exploring Public Speaking (Shasta College)

\$31.50 to \$41.75

Edition: 4th

ISBN: 9781975086398

Author: OER

Publisher: XANEDU PUB INC

Copyright Year: 2019

Buy

Used ⓘ

\$31.50

New

\$41.75



## Appendix C

A special thanks to the following:

- Jude Baldwin, College of the Siskiyous
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- Katie Hamilton, LA City
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- Kelsey Paiz, Diablo Valley
- Christopher Smith, College of San Mateo
- Suzanne Wakim, Butte