HOW TO REFINE
Student's Communication & Visualization Skills
USING SPEED POSTER SESSIONS

? WHAT

Leslie Seipp (Senior Lecturer, Marketing, and an ACUE-credentialed faculty member) has **enhanced student communication and visualization skills** in W courses by adding a **speed poster session** activity. Based on the module content (lectures, readings, guest speakers), Seipp put the class in random teams on Zoom and had them work together to create a poster to show what they learned and how the module material connects. Students produced a poster and presented it as a team to the class.

WHY

In W-courses, **communication is emphasized** in the course. One of the **course objectives was also to refine students' communication and data visualization skills** so the speed poster sessions connect both. This teaching method also worked well on Zoom, and in person. Seipp addresses that method **helps reinforce course content and concepts**.

> " A challenge with this is equal student engagement, as in not all students will contribute equally."

> "In order to mitigate this, I attach participation points to the work session and ask each team member a different question during their poster presentation."

👍 BENEFITS

01

The posters are a collaborative product demonstrating mastery through visualization and communication skills. (underline)(example)

02

The course builds the communication and team skills employers want to see.

03

Changing team composition and quick turnaround times, motivate students to collaborate and think on their feet.

04

By visually showing what the students learned, they are able to practice recall and work within a group to be creative.