

**Assessment of Oral Communication
2005-2006**

Department: Communication Studies

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Period Covered by Report: Fall 05-Spring 06

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Key Learning Outcomes: What should students be able to do AFTER completing this program? State learning outcomes simply and in measurable terms. Please limit the number of outcomes to five or fewer. If your department reports on General Education competency areas (writing, foreign language, quantitative reasoning, scientific reasoning), please use this form to report on those areas in a separately generated document.

1. Ability to present main thesis in a clear manner
2. Ability to present ideas in an organized manner
3. Ability to support the thesis
4. Use of grammatically appropriate language
5. Ability to respond to questions in a clear fashion
6. Appropriate nonverbal behavior

Please link learning outcomes to the College's Desired Accomplishments/Goals.

All learning outcomes link to: 1.2 and 1.8

1.2, 1.4, 1.5, 1.7, 1.8

Through what courses/assignments will you ensure that all students have the opportunity to learn this? List key courses, capstones, internships, experiences, etc.

Although not all students are required to take public speaking, several majors do require/recommend the course: Business Administration, Economics, Accounting, Communication, Liberal Arts & Science, and English. In addition, most majors integrate public speaking into their upper division courses.

Please list all tools used for assessing student achievement (CRTs, MFTs, capstones, exit interviews, external reviews, etc.). Choose a minimum of three tools.

Oral communication rubric is used in all departments.

How will you assess how well your students are learning? List standards/performance indicators, etc., taking care to provide quantifiable means (for example, all students should earn a minimum 50% on exit exam; 65 % should earn a minimum 70%; with a rubric, indicate the scale used, the levels of competence, what is identified as “competent,” and what constitutes competence for each outcome measure, what percentage of students you would expect to see at each level, etc.). Be sure to spell out criteria.

Competency will be indicated by an average of 3 on the rubric. One hundred percent of the students should achieve at least a 3. At least, 35% should score a 4 on the rubric.

How often, when, and under what circumstances will you gather the relevant data?

Data is collected in the spring semester in senior seminar or capstone courses. In majors where no such course exists, data is collected in a specified upper division course for majors only.

Summarize what has been learned about how well students are achieving desired outcomes.

Attached find a table of the results of the assessment of oral communication competency in each major. The average scores across majors for each of the areas are as follows:

Clear thesis = 4.04
Org. = 3.99
Support = 3.78
Grammar = 3.99
Visuals aids = 4.1
Questions = 3.96
Delivery = 3.8

Action Plan: What plans have you for the future based on the data gathered that will aim to improve student learning/achievement? Should students perform at less than the standard expected, what steps will the department take to improve their learning/performance? What steps does the department anticipate to improve the program otherwise?

Of the recommendations made last year, we have implemented the use of a common rubric (#3), we discussed the data resulting from the rubrics at the Council of Chairs' meeting at the beginning of the academic year (#4), and we added a teaching fellow in Professional and Corporate communication to increase the number of sections of public speaking that can be offered (#5).

In response to the analysis of the rubric data and the discussion at the Council of Chairs' meeting, two majors have chosen to make revisions to their curriculum:

- Business Administration will now require all majors to take public speaking rather than having it as an option.
- Computer Software Engineering will be requiring their majors to take either public speaking or business and professional communication.

The Department of Mathematics and Computer Science now invites the communication faculty to Senior Seminar to provide instruction to its majors on oral presentations.

Comments

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