

# GENERAL EDUCATION LEARNING OUTCOMES ASSESSMENT: ORAL COMMUNICATION (OC)

## RUBRIC DATA FOR OC FOR AY2018-19

During Fall 2018 and Winter 2019, the General Education Oversight Committee (GEOC) began the process of data collection in OC courses in order to assess the new General Education Program. Oral Communication (OC) has had a well-developed set of assessment criteria, and thus was selected as one of the first areas for review in this process. Below is a brief overview of the results.

### SCORING

Faculty scored speeches from a total of  $n = 596$  students in COM 1010 courses in Fall 2018 ( $n = 199$ ) and Winter 2019 ( $n = 397$ ). Two speeches for each student were scored from 0-4 using a rubric of the criteria within two of the eight OC learning outcomes (see Appendix). Those scores correspond to General Education's four-point scale as follows, with scores rounded to the nearest whole number:

Numeric Score	4	3	2	1	0
General Education Scale Conversion	High evidence (3)	Moderate evidence (2)		Low evidence (1)	No/Limited evidence (0)

Overall, results indicated a large percentage of students in the OC courses demonstrated a learning performance at the "moderate" level or higher. Figures 1-3 display the results for the learning outcomes for informative and persuasive speech and a composite of these learning outcomes for OC.

It should be noted, data were not collected for each individual OC learning outcome due to the Communication Department's misunderstanding of what data needed to be collected for assessment of the OC designation. This misunderstanding has been resolved, and separate learning outcome data will be collected for each of the learning outcomes in subsequent assessments.

## COMPOSITE RESULTS

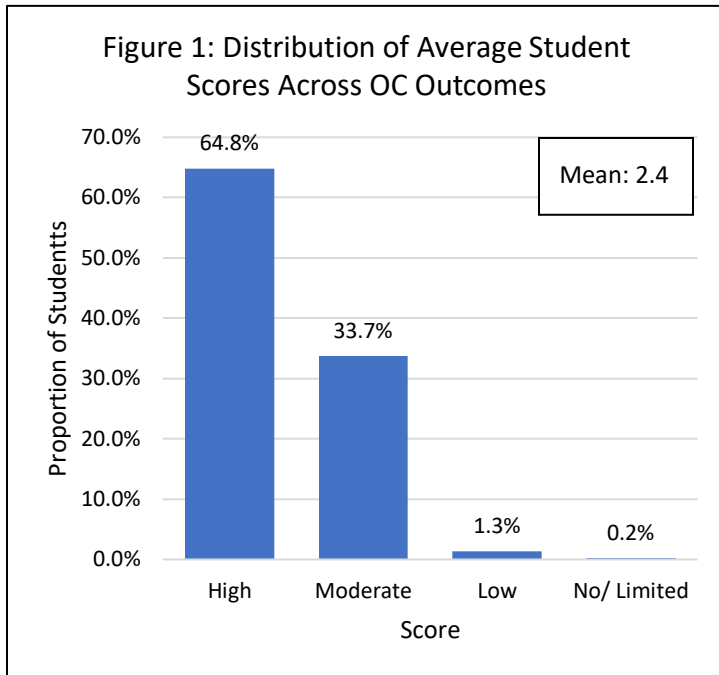
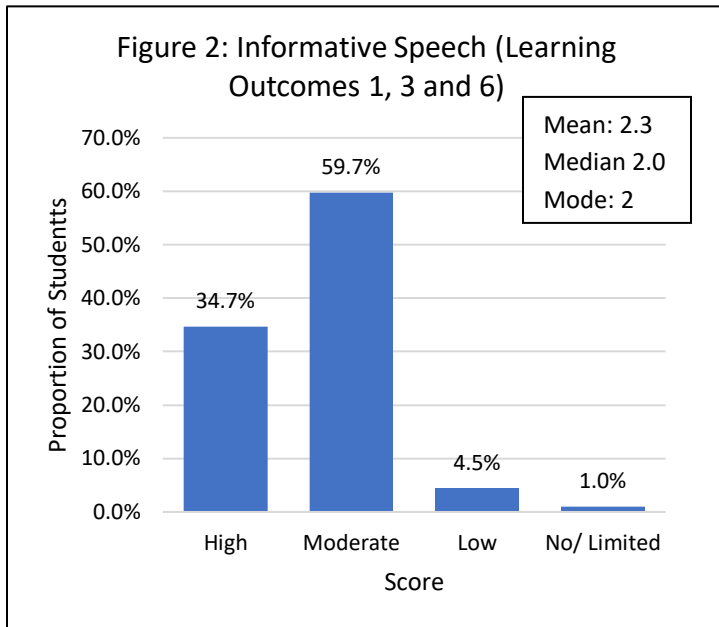


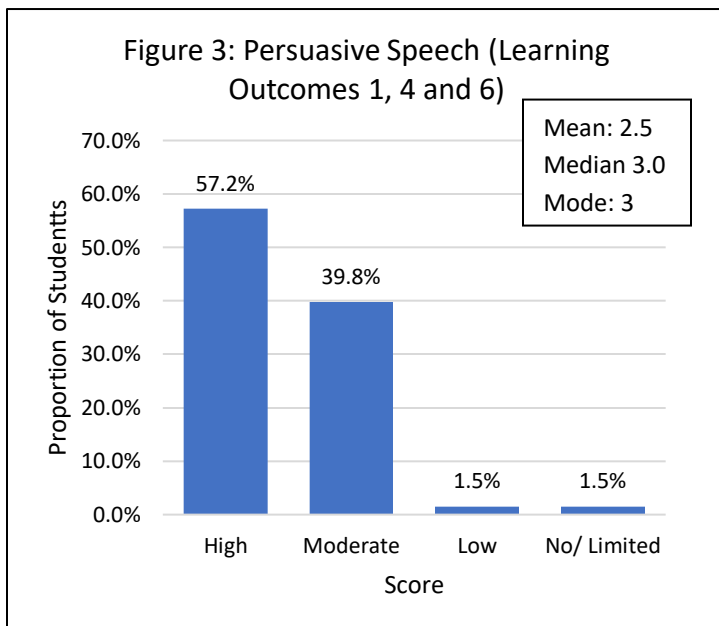
Figure 1 is the distribution of average student scores across the informative and persuasive learning outcomes for OC. A large majority of students scored “moderate” or above across both outcomes.

**Sample Size: 596**

## LEARNING OUTCOME RESULTS



Note: Totals in each figure may not sum to 100% due to rounding.



### Oral Communication Informative Speech:

This content overlaps with Learning Outcome 1 (“Apply public speaking skills and concepts to speech presentation”), Learning Outcome 3 (“Create and present a well-designed presentational aid complementing a message in an informative speech”), and Learning Outcome 6 (“Incorporate credible research into an informative and persuasive speech”).

Sample Size: 596

### Oral Communication Persuasive Speech:

This content overlaps with Learning Outcome 1 (“Apply public speaking skills and concepts to speech presentation”), Learning Outcome 4 (“Employ persuasive strategies in a persuasive speech”), and Learning Outcome 6 (“Incorporate credible research into an informative and persuasive speech”).

Sample Size: 596

APPENDIX: LIST OF GENERAL EDUCATION LEARNING OUTCOMES FOR THE ORAL COMMUNICATION (OC) DESIGNATION

**Learning Outcome 1:** Apply public speaking skills and concepts to speech presentations.

**Learning Outcome 2:** Prepare and deliver four different types of well-organized, context-specific speeches.

**Learning Outcome 3:** Create and present a well-designed presentational aid complementing a message in an informative speech.

**Learning Outcome 4:** Employ persuasive strategies in a persuasive speech.

**Learning Outcome 5:** Collaborate in a group in order to complete tasks for a group presentation.

**Learning Outcome 6:** Incorporate credible research into an informative and persuasive speech.

**Learning Outcome 7:** Critically reflect on the organization, content, and delivery of public speaking performances.

**Learning Outcome 8:** Perform an audience analysis to create a speech that is appropriate for and respectful of a diverse audience.