

Speech Department Assessment for 2015/2016

April Raneri

Tina Tan

Liza Schellpfeffer

Preview

- ▶ Background information on Courses Assessed (SPC 1608 and SPC 1017)
- ▶ Oral Communication (SPC 1608) Assessments and Results
- ▶ Interpersonal Communication (SPC 1017) Assessments and Results
- ▶ Challenges and Lessons Learned
- ▶ Questions?

Background Information

- ▶ Choice of (depending on program)
 - ▶ SPC 1608 (oral communication) or
 - ▶ SPC 1017 (interpersonal communication)
- ▶ Introductory course
 - ▶ No pre-requisites
 - ▶ Encouraged during first 15 credit hours

Background Information Cont.

Oral Communication (SPC 1608)

- ▶ History of Assessment
 - ▶ Has evolved over 7 years
- ▶ Outcomes:
 - ▶ Develop, organize, and support the verbal message
 - ▶ Use critical thinking skills when preparing and persuasive messages

Background Information Cont.

Interpersonal Communication (SPC 1017)

- ▶ History of Assessment
 - ▶ 2 years
- ▶ Outcomes:
 - ▶ Students will demonstrate interpersonal communication competence

Oral Communication (SPC 1608)

SPC 1608: Fall 2015

- ▶ Address the following questions:
 - ▶ Does the speaker state a clear thesis?
 - ▶ Is the thesis and message relevant to the audience?
 - ▶ Does the speaker reason logically, providing evidence that supports the thesis?
 - ▶ Does the speaker provide oral references?
 - ▶ Are the speaker's assumptions (personal bias) justifiable given the evidence?

Evaluation Process

- ▶ Established a [Lib Guide](#) with Resources about Source Credibility and Bias
- ▶ Evaluated the persuasive speech (usually last speech) of ALL SPC 1608 courses.

Results

9. The speaker states a clear thesis.

#	Answer		Response	%
1	Accomplished		2,921	61%
2	Attempted		746	16%
3	Not Attempted		259	5%
4	Not Assessed		237	5%
5	No Longer in Course		600	13%
	Total		4,763	100%

Table Options ▾		✕
Statistic	Value	
Min Value	1	
Max Value	5	
Mean	1.92	
Variance	1.99	
Standard Deviation	1.41	
Total Responses	4,763	

10. The speaker's thesis and message are relevant to the audience.

#	Answer		Response	%
1	Accomplished		2,693	57%
2	Attempted		1,016	21%
3	Not Attempted		218	5%
4	Not Assessed		237	5%
5	No Longer in Course		599	13%
	Total		4,763	100%

Table Options	
Statistic	Value
Min Value	1
Max Value	5
Mean	1.96
Variance	1.94
Standard Deviation	1.39
Total Responses	4,763

11. The speaker reasons logically, providing evidence that supports the thesis.

Table Options ▾		✕		
#	Answer		Response	%
1	Accomplished		2,361	50%
2	Attempted		1,310	28%
3	Not Attempted		255	5%
4	Not Assessed		238	5%
5	No Longer in Course		599	13%
	Total		4,763	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.04
Variance	1.88
Standard Deviation	1.37
Total Responses	4,763

12. The speaker provides oral references to the credible sources (e.g., author/authority, title, date...

Table Options				
#	Answer		Response	%
1	Accomplished		1,958	41%
2	Attempted		1,374	29%
3	Not Attempted		551	12%
4	Not Assessed		281	6%
5	No Longer in Course		599	13%
Total			4,763	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	2.20
Variance	1.86
Standard Deviation	1.36
Total Responses	4,763

13. The speaker's assumptions (personal bias) are justifiable given the situation and evidence the speaker presents.

#	Answer	Response	%
1	Accomplished	2,417	51%
2	Attempted	1,117	23%
3	Not Attempted	290	6%
4	Not Assessed	340	7%
5	No Longer in Course	599	13%
	Total	4,763	100%

Table Options	
Statistic	Value
Min Value	1
Max Value	5
Mean	2.07
Variance	1.98
Standard Deviation	1.41
Total Responses	4,763

Next Steps

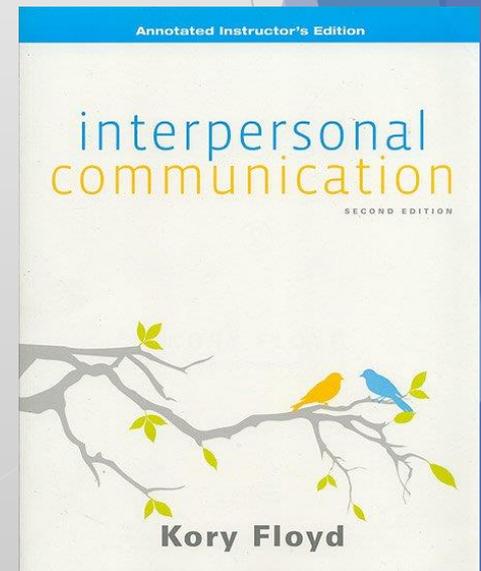
- ▶ Create videos with student examples of correct and incorrect oral citations
 - ▶ Add to the LibGuide
 - ▶ Use in class

Interpersonal Communication (SPC 1017)

Competent Communicator

5 Characteristics:

- ▶ Adaptability
- ▶ Cognitive Complexity
- ▶ Empathy
- ▶ Ethics
- ▶ Self-Awareness



1017 Assessment History

- ▶ **Spring 2014**
 - ▶ Reviewed IMPAACT Study
 - ▶ Contacted Kory Floyd
 - ▶ Discussed Assessment Criteria
- ▶ **Fall 2014 - Spring 2015**
 - ▶ Created 40-statement Self Assessment
 - ▶ Consulted with Kory Floyd
- ▶ **Summer 2015**
 - ▶ Piloted Self-Assessment (Pre- and Post-)
 - ▶ Worked with Statistics Consultant

1017 Assessment History

▶ Fall 2015

- ▶ Expanded Trial (Pre- and Post-)
- ▶ Student Focus Groups (to fine tune statements)
- ▶ Finalized statements
- ▶ Built assessment into Qualtrics

▶ Spring 2016

- ▶ Implemented college wide (Pre- and Post-)

Adaptability

	Pre-Test			Post-Test		
	Count	%		Count	%	
Total	756	100%		370	100%	
Beginning	1	0%		0	0%	
Developing	57	8%		24	6%	
Maturing	487	64%	92%	218	59%	94%
Advanced	208	28%		128	35%	

Cognitive Complexity

	Pre-Test			Post-Test		
	Count	%		Count	%	
Total	756	100%		370	100%	
Beginning	0	0%		1	0%	
Developing	43	6%		18	5%	
Maturing	444	59%	95%	191	52%	95%
Advanced	269	36%		160	43%	

Empathy

	Pre-Test			Post-Test		
	Count	%		Count	%	
Total	756	100%		370	100%	
Beginning	2	0%		1	0%	
Developing	107	14%		33	9%	
Maturing	387	51%	85%	193	52%	91%
Advanced	260	34%		143	39%	

Ethics

	Pre-Test			Post-Test		
	Count	%		Count	%	
Total	756	100%		370	100%	
Beginning	3	0%		0	0%	
Developing	58	8%		26	7%	
Maturing	375	50%	92%	158	43%	93%
Advanced	320	42%		186	50%	

Self-Awareness

	Pre-Test			Post-Test		
	Count	%		Count	%	
Total	756	100%		370	100%	
Beginning	18	2%		2	0%	
Developing	259	34%		98	27%	
Maturing	365	48%	63%	186	50%	73%
Advanced	114	15%		84	23%	

Total Score - Advanced

1. Were you surprised by your score results? Why or Why not?
2. What might you do to improve your skills in your two (2) low scoring areas?

Sample #1 Answers:

1. I am a bit surprised by my scores in this survey because in comparison with the first survey that I've taken, I realized that I have improved and I am very glad that I did.
2. I need to work on my confidence a lot more because I am a very shy person and that kind of affects my communicating skills, also I need to work on my ethics skills and my moral principles to improve my behavior in different circumstances and different situations .

Total Score - Advanced

1. Were you surprised by your score results? Why or Why not?
2. What might you do to improve your skills in your two (2) low scoring areas?

Sample #2 Answers:

1) Overall Not really. I have had several courses in public speaking and have been in many leadership positions that required a lot of talking. I did find the self awareness and empathy to be strangely low compared to the others however because I thought I was rather strong in those categories.

2) Not really sure. I can try to self audit more and be more open to other cultures perhaps but it is not really closed mindedness that gets in the way but just a difficulty trying to think as they do on an emotional level instead of a purely intellectual understanding of cultural differences.

Total Score - Advanced

1. Were you surprised by your score results? Why or Why not?
2. What might you do to improve your skills in your two (2) low scoring areas?

Sample #3 Answer:

I was not surprised I believe I improved this semester as a communicator, I feel like I am more aware of my facial expressions and body language when communicating with others now.

Total Score - Developing

1. Were you surprised by your score results? Why or Why not?
2. What might you do to improve your skills in your two (2) low scoring areas?

Sample #1 Answer:

I don't think any of these quizzes really surprise me at this point. Especially since I've taken this one already, I feel like each of these questions has been asked to me repeatedly. My results tend to end up in the same place. I suppose I should use social media with more caution and maybe show more empathy to others. Although I have no intentions of doing either of those, it's something I could do.

Total Score - Developing

1. Were you surprised by your score results? Why or Why not?
2. What might you do to improve your skills in your two (2) low scoring areas?

Sample #2 Answer:

It shows that I have a lot of work to do. I need to practice with the skill I know. I need to try to be more respectful and try to be open to new people to be able to start a conversation.

Sample #3 Answer:

1. Nope not really
2. Nothing at all. I like who I am.

Self Awareness - Advanced

1. Were you surprised by your score results? Why or Why not?
2. What might you do to improve your skills in your two (2) low scoring areas?

Sample #1 Answers:

1. I was not surprised with the latest scores. I know that I improved as an individual. I glad that my ethics grew over time as well. Although my adaptability went down by four it's still fairly high which I made up for in my self-awareness. Overall it shows that I value to grow and not become stagnate.
2. I would like to improve in my adaptability because it was high once and I know I could pull that up by being aware of my own behavior. Be able to give a powerful speech to where the audience is engaged with what I am saying. I overall proud to be in this space of positivity and ready to see what is out there for public speaking.

Self Awareness - Advanced

1. Were you surprised by your score results? Why or Why not?
2. What might you do to improve your skills in your two (2) low scoring areas?

Sample #2 Answer:

I was not very surprised by the results because I had very similar results in the beginning of the class. I only scored low in one area Cognitive Complexity and I would definitely like to improve in that area by being more aware of certain situations.

Sample #3 Answer:

I was not surprised I believe I improved this semester as a communicator, I feel like I am more aware of my facial expressions and body language when communicating with others now.

Self Awareness - Developing

1. Were you surprised by your score results? Why or Why not?
2. What might you do to improve your skills in your two (2) low scoring areas?

Sample #1 Answers:

1. I am not surprised by my score results because I took this self-assessment in January and got the same score. I know I need to work on my communication skills, but that comes with time and practice.
2. My two lowest scores were Ethics and Self-awareness. What I can do to improve in the ethics part would be to stop trying to persuade people into doing something they do not want to do like trying a new drink or wearing a cute outfit that they do not feel comfortable in. That is unethical. What I can do to improve on my self-awareness part would be to notice how the other person is feeling before speaking and think before I open my mouth.

Self Awareness - Developing

1. Were you surprised by your score results? Why or Why not?
2. What might you do to improve your skills in your two (2) low scoring areas?

Sample #2 Answer:

I was not too surprised with my scores since I feel that I've been improving with communicating. For improving my lowest scores I would try not to doubt or stress myself so much when initiating conversations or meeting new people and I would try to better attention to their emotions.

Sample #3 Answer:

No I wasn't because I talk a lot. I will try to improve.

Challenges and Lessons Learned

Challenges and Lessons Learned

- ▶ Make process simple for faculty and students.
- ▶ Start broad and narrow focus.

Questions?