



Planning and Evaluation Tracking

College Year: 2010-2011

Division of: Language, Communication,

and Fine Arts

Person Responsible: Robert Boyd

Department of: Speech Communication

Person Responsible: Lynae' Jacob

Purpose Statement: Prepare students to communicate confidently and effectively in public, small group, interpersonal, and intercultural contexts.

Goal Statement #1: Ensure students awareness of effective communication and their understanding of the factors influencing successful communication in a variety of settings.

Objectives/Outcomes (including assessment tools and standards): At the end of the semester of the Public Speaking class, 75% of the students will answer correctly 20 out of 25 multiple choice questions on effective communications.

Results: Pretest was given to students during the first week of class in the Spring of 2010. The average grade was 71.8. The average on the post test in the same classes was 82.0

Use of Results (including improvements and revisions):

Analysis: Fall 2010. Student scores increased from a low C average to a B average. The beginning scores were a full grade point higher in 2010 than in the Fall of 2008. It is hard to tell if this is a significant change. Does the improvement indicate a different type of student that continues his/her education in the Spring?

Plan of Action: Continue pre and post test Spring of 2011 and determine if improvements are significant and consistent.

Goal Statement #2: Increase students' confidence in their communication skills.

Objectives/Outcomes (including assessment tools and standards): Annually, at the end of a Public Speaking class, 70% of the students will indicate their confidence level has improved by averaging in the 1 to 2 point range on a 5 point Likert scale.

Results: Students completed a self assessment survey in the Spring of 2010. Five questions were designed to determine if students feel more confident about their speaking abilities and confidence level after taking the Public Speaking course.

1 = strongly agree

2 = agree

3 = neutral

4 = disagree

5 = strongly disagree

Average responses to each question ranged from 1.5 to 2.02.

Use of Results (including improvements and revisions):

Analysis: Student confidence level and perceive skill levels were positive as scores ranged from 1.5 to 2.02.

Plan of Action: Continue assessment at the end of the Spring 2011 semester. Check for accuracy of findings and consistency.