

# #1. Undergraduate Program Assessment Plan: Student Outcomes – Gen Ed

Department: ECTA

Date: 9/16/17

General Education Committee has selected the following area for the 2016-2017 assessment cycle:

**COMMUNICATION: to demonstrate effective communication skills for personal, academic and professional purposes.**

**General Education Committee: Background: What factors caused the committee to choose this particular assessment outcome? If this outcome was selected because of a perceived problem, please explain.**

The committee selected this outcome based upon two criteria: 1) effective communication skills in a broad range of forms (including but not limited to written, oral, visual and technological media) is a key goal of our general education curriculum; 2) Difficulties specifically with written communication has become a concern of faculty across disciplines.

**Department:** *What student outcome will the department assess that addresses: "The student will be able to demonstrate effective communication skills for personal, academic and professional purposes? The student will be able to communicate clear organization and use of sources in a speech.*

**Department:** *What specific question(s) are you attempting to answer through assessing this student outcome? What are you trying to find out? There may be more than one question, but no more than three.*

Can students correctly format an outline? Can they organize their ideas clearly? Can we tell from the outline that they are incorporating sources in their speech?

## **Methodology:**

1. **OBJECT\*** - *What data (i.e. artifact, exam score, detailed description of assignment) will be collected?*  
Persuasive speech outlines will be collected by the instructors from two sections of CTA 211 Intermediate Speech and scored using a rubric (attached)
  - a. *How does this data address the assessment question?* The outlines will be assessed for format, content, and use of sources.
    - i. *Include/attach a description/example of assessment tool to be used.*
2. *How will data be collected?* The student speeches will be observed and outlines will be collected from two sections of CTA 211. They will be scored from the rubric by Pete Koprince and Erica Lamm. The results of the scores will be collected on a spreadsheet for further analysis.

## **Analysis of Artifacts: PERFORMANCE CRITERIA\* -**

Discuss :

- 1) How the artifacts will be analyzed (attach rubrics/scoring tools if used): See attached. The rubric for each student will be averaged and the percentage of overall averages reaching 2.75 will be identified.
- 2) How you will know if it is good (i.e. score required by % of students): 75% of students will achieve a score of 2.75 or higher on all of the components in the rubric.

**Submitted by: L. Zum Hofe and L. Ashby**  
**Committee (Date): 10/24/17**

**Date: 9/16/17**

**Reviewed by the Assessment**

**Department Chair notified approved or additional action needed: na**

