Report on 2013 Assessment of SPCH 100.
Fall 2013
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In the Fall of 2013, the Department of Communication conducted an assessment of SPCH 100, Fundamentals of Speech Communication. This report includes the context data and a brief analysis of the results.

The goal of the assessment was to determine whether students have been developing the ability to speak at the college-level, as determined by the General Studies learning outcomes for oral communication:

1. Evaluate appropriate sources.
2. Utilize effective verbal and non-verbal expressions.
3. Deliver effective speeches appropriate to the context.
4. Orally present a coherent position on an issue.
5. Assess oral argumentation as a critical consumer.

Methods:

To assess the oral communication component of the General Studies Program, instructors attended one speech day in other instructors' sections of SPCH 100. Each student speech was evaluated using the same Qualtrics survey provided by the Office of Assessment. This process took place during the last third of the semester in order to observe and evaluate skills that students had developed over the previous months. All speeches evaluated were considered by instructors as substantial, prepared speech assignments (as opposed to short, impromptu speeches). For example, speeches evaluated were often persuasive in nature, requiring use of persuasive strategies, research, and visual aids. During each class period, an average of 4-6 speeches were evaluated by an instructor who had no connection with or knowledge of the students speaking or their performance in the class to that point.

Results:

As can be seen by the results that follow this summary:
- 84% were proficient or advanced in presenting the main point or thesis
- 78% were proficient or advanced with their support and reasoning.
- 80% were proficient or advanced with their arrangement of ideas (organization).
- 71% were proficient or advanced with effective verbal expression.
- 63% were proficient or advanced with effective non-verbal expression.

Discussion:

Students clearly were successful in presenting the main point or thesis. In the future we might want to know which students have taken ENGL 101 or 102 prior to taking SPCH 100. Having a clear central thesis would be helped enormously by these classes. Having that information would be helpful in understanding the data.

Looking on through the data, it's clear that the skills students have the most difficulty with are the ones they have likely not been exposed to previously: effective verbal and non-verbal delivery. These are the skills they are not getting support for from other classes.

This is not a problem with SPCH 100, rather it indicates that these are skills we need to emphasize as they would seem to be ones students arrive with the greatest weakness in.

2. Central Message: The main point or thesis

#	Answer		Response	%
1	DOES NOT MEET BEGINNING CRITERIA		2	2%
2	BEGINNING: Central message is implied but not explicitly stated. Message is not supported by the content or related to the audience.		1	1%
3	DEVELOPING: Central message is stated, but not clear, repeated, completely supported, or related to the audience.		15	14%
4	PROFICIENT: Central message is clear and consistent with the supporting material. Speaker relates the message to the audience.		68	61%
5	ADVANCED: Central message is compelling and supported by the content of the speech; it is repeated and adapted to the audience as appropriate to the context.		25	23%
	Total		111	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	4.02
Variance	0.56
Standard Deviation	0.75
Total Responses	111

3. Content: The support and reasoning

#	Answer		Response	%
1	DOES NOT MEET BEGINNING CRITERIA		3	3%
2	BEGINNING: Insufficient variety and amount of evidence used and lacks credibility. Visual media (if required) are distracting or missing when necessary.		6	5%
3	DEVELOPING: Speaker's conclusions supported but not entirely justified. Sources lack credibility and variety. Visual media (if required) are lacking.		16	14%
4	PROFICIENT: Different types of support are used and cited. Support adequately justifies speaker's position. Visual media (if required) are used as appropriate.		62	56%
5	ADVANCED: Speaker integrates credible evidence from		24	22%

	multiple, cited sources and uses various types to support position. Visual media (if required) are compelling.			
	Total		111	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	3.88
Variance	0.81
Standard Deviation	0.90
Total Responses	111

4. Organization: The clear arrangement of ideas

#	Answer		Response	%
1	DOES NOT MEET BEGINNING CRITERIA		1	1%
2	BEGINNING: The organization is minimally observable and inconsistent within the presentation.		6	5%
3	DEVELOPING: The organization is intermittently observable in the introduction, body, and conclusion.		16	14%
4	PROFICIENT: The organization is clearly and consistently observable throughout the introduction, body, and conclusion.		64	58%
5	ADVANCED: The organization is cohesive and compelling throughout the introduction, body, and conclusion, and makes the presentation.		24	22%
	Total		111	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	3.94
Variance	0.66
Standard Deviation	0.81
Total Responses	111

5. Language: Effective verbal expression

#	Answer		Response	%
1	DOES NOT MEET BEGINNING CRITERIA		1	1%
2	BEGINNING: Language choices are unclear, ineffective, and inappropriate to the audience.		2	2%
3	DEVELOPING: Language choices are mundane and commonplace and may lack clarity or compelling expression.		27	24%
4	PROFICIENT: Language choices are thoughtful and generally support the effectiveness of the presentation.		64	58%
5	ADVANCED: Language choices are memorable, compelling, and enhance the effectiveness of the presentation.		17	15%
	Total		111	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	3.85
Variance	0.53
Standard Deviation	0.73
Total Responses	111

6. Delivery: Effective nonverbal communication

#	Answer		Response	%
1	DOES NOT MEET BEGINNING CRITERIA		2	2%
2	BEGINNING: Delivery detracts from the understandability of the presentation, and speaker appears uncomfortable.		8	7%
3	DEVELOPING: Delivery makes the presentation understandable; speaker appears tentative.		38	34%
4	PROFICIENT: Delivery makes the presentation interesting, and speaker appears comfortable.		50	45%
5	ADVANCED: Delivery makes the presentation compelling, and speaker appears polished and confident.		13	12%
	Total		111	100%

Statistic	Value
Min Value	1
Max Value	5
Mean	3.58
Variance	0.74
Standard Deviation	0.86
Total Responses	111