

Assessment: Assessment Unit Four Column

Program - Speech, Communications and Broadcasting

Mission Statement: The Speech Department of Seward County Community College helps students develop and enhance their communication skills in order for them to contribute more effectively to their academic, community, and work environments.

<i>Outcomes</i>	<i>Assessment Tools</i>	<i>Results</i>	<i>Actions</i>
<p>Basic knowledge to design oral presentation - Students have a basic knowledge of how to design an effective oral presentation. This outcome connects with Kansas Core Outcomes for Public Speaking #2 - The competent speaker must be able to compose a message and provide ideas and information suitable to the topic, purpose, and audience.</p> <p>Outcome Status: Active Outcome Type: Curricular Start Date: 08/05/2013 End Date: 05/31/2016</p>	<p>Direct - Multiple choice test Benchmark: 80% of the students who complete the class will score 70% or higher on the Post-Test. Schedule: At the end of each semester of Public Speaking classes. Numbers will be tabulated at the end of the spring semester.</p>	<p>Action Status: Action Complete Result Type: Benchmark Met 100% scored 70% or higher. 64 students total. 38 got "A", 24 got "B" 2 got "C" (05/10/2019)</p>	
		<p>Action Status: No Action Required Result Type: Benchmark Met 9:30 Tr Class-16/17-94% 11:00 MWF Class-19/23-82% 12:00 MWF Class-21/22-95% 1:00 MWF Class-12/12-100%</p>	
		<p>Average for all classes: 93% (06/05/2017)</p>	
		<p>Action Status: Action Complete Result Type: Benchmark Met 148 of 159 students (90%) scored above 70% on the Post Test (05/18/2016)</p>	
		<p>Action Status: No Action Required Result Type: Benchmark Met 85% of the students scored above 70% or higher on the Post-Test (05/20/2015)</p>	
		<p>Action Status: No Action Required Result Type: Benchmark Met 176/196 - 90% of the students score 70% or higher on the Post-Test (05/22/2014)</p>	<p>Action: Textbook change is being contemplated. If this happens, new test will be implemented. If not, the Public Speaking department will continue with the same plan (05/22/2014)</p>

Outcomes	Assessment Tools	Results	Actions
		<p>Action Status: Action Complete Result Type: Benchmark Met 167 of 201 (83%) scored 70% or higher on the Post-Test (05/20/2013)</p>	
		<p>Action Status: Action Complete Result Type: Benchmark Met 144/180 80% of the students scored 70% or higher on the Post Test. (05/17/2012)</p>	<p>Action: This past year we made the Post Test a major score on a student's grade in hopes of their studying more for the test and to take it seriously. It does not appear that this action had any effect from last year as 81% last year scored 70% or higher. We will continue for another year to stress the importance of the test to see if the plan has any effects on scores. (05/17/2012)</p>
		<p>Action Status: Action Plan in Progress Result Type: Benchmark Met 139 of 172: 81% of the students scored 70% or higher on the Post Test. (05/23/2011)</p>	<p>Action: Beginning in the fall of 2012, the Post Test will count as 100 points of a student's score. (05/23/2011)</p>
		<p>Action Status: Action Plan in Progress Result Type: Benchmark Met 72/85 - 85% of the students scored 70% or higher on the Post-Test. (12/31/2010)</p>	
	<p>Indirect - Student outline turned in before he/she speaks. Information required - topic, general purpose, specific speech purpose, main ideas, particular audiences, and research sources.</p>	<p>Action Status: Action Complete Result Type: Benchmark Met 137 students out of 137 = 100% passed (05/10/2019)</p>	
	<p>Benchmark: 70% of the students will complete the outline information accurately for the persuasive speech.</p>	<p>Action Status: No Action Required Result Type: Benchmark Met 9:30 TR-15/17-86% 11:00 MWF-20/23-86% 12:00 MWF-20/22-90% 1:00-MWF-12/12-100%</p>	
	<p>Schedule: Near end of each semester when persuasive speech is delivered. Tabulation for both semesters will be done at the end of the spring semester.</p>	<p>Average for all classes: 90% (06/05/2017)</p>	
		<p>Action Status: Action Complete Result Type: Benchmark Not Met</p>	<p>Action: Spend more time with assignment in class to get</p>

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		<p>103/152 68% completed the action successfully (05/18/2016)</p> <p>Action Status: No Action Required Result Type: Benchmark Met 90.6% of the students completed the outline information accurately for their final major presentation. (05/20/2015)</p>	<p>students to complete the outline correctly. (05/18/2016)</p>
<p>Delivery - Presentations #2 - Students deliver oral presentations which have an effective impact on the audience. This outcome connects with Kansas Core Outcomes for Public Speaking #1, #2, #3. Summary of these three outcomes - #1 Minimum of four speeches, #2 Compose a message and provide ideas, and #3 Transmit the message by using suitable delivery skills.</p> <p>Outcome Status: Active Outcome Type: Curricular Start Date: 08/05/2013 End Date: 05/31/2016</p>	<p>Direct - Oral Presentations</p> <ul style="list-style-type: none"> - Speech of Introduction or Prized Possession - Demonstration Speech - Informative Speech - Persuasive Speech <p>Benchmark: 80% of the students who complete the class will score 70% or higher on their major presentations.</p> <p>Schedule: Four speeches (listed above) will be given in class throughout the semester.</p>	<p>Action Status: Action Plan in Progress Result Type: Benchmark Met 137 of 137 students = 100% met (05/10/2019)</p> <hr/> <p>Action Status: No Action Required Result Type: Benchmark Met</p> <p>Oral Presentations</p> <ul style="list-style-type: none"> - Speech of Introduction or Prized Possession - Demonstration Speech - Informative Speech - Persuasive Speech <p>9:30 TH-66/68-97% 11:00-MWF-81/92-88% 12:00-MWF-80/88-90% 1:00-MWF-46/48-96% Overall: 93% (06/05/2017)</p>	
		<p>Action Status: Action Complete Result Type: Benchmark Met 553/690 speeches (80%) scored 70% or higher on presentations. (05/18/2016)</p>	
		<p>Action Status: No Action Required Result Type: Benchmark Met 88% of the class who completed the course score 70% or higher on their major presentations. (05/20/2015)</p>	
		<p>Action Status: Action Complete Result Type: Benchmark Met 572/615 - 93% of the students who completed the class scored 70% or higher on their presentations. (05/22/2014)</p>	
		<p>Action Status: Action Complete Result Type: Benchmark Met 533 of 609 (88%) scored 70% or higher on the three major presentations. (05/20/2013)</p>	

Outcomes	Assessment Tools	Results	Actions
		<p>Action Status: Action Complete Result Type: Benchmark Met 457/543 presentations: 84% of students who completed class successfully delivered effective presentations (05/17/2012)</p> <hr/> <p>Action Status: Action Plan in Progress Result Type: Benchmark Met 454 of 549: 83% of the students scored 70% or higher on major presentations</p>	<p>Action: Instructors will continue to prepare students as we have done in the past. What we are doing is working with those who pass the class. (05/17/2012)</p>
	<p>Indirect - Self-reflection paper Benchmark: 70% of the students will respond favorably about their improvement this semester. Schedule: Due on the last day of</p>	<p>(05/23/2011)</p> <hr/> <p>Action Status: Action Complete Result Type: Benchmark Met Outcome #2: 240/285 84% of the presentations were scored 70% or higher Demonstration: 84/95 88% were scored 70% or higher Informative: 86/95 91% were scored 70% or higher Persuasive: 70/95 74% were scored 70% or higher (12/31/2010)</p> <p>Action Status: Action Complete Result Type: Benchmark Met 100% scored 70% or higher. 64 students total. 38 got "A", 24 got "B" 2 got "C" (05/10/2019)</p> <hr/> <p>Action Status: Action Plan in Progress</p>	<p>Action: This outcome needs to be</p>

Outcomes	Assessment Tools	Results	Actions
	<p>class. Final tabulations will be completed in the spring.</p>	<p>Result Type: Benchmark Met Self-Reflection paper 65/67 –Favorable</p> <p>97% (06/05/2017)</p> <hr/> <p>Action Status: Action Complete Result Type: Benchmark Met 155/165 (95%) students responded favorably in their self reflective essay (05/18/2016)</p> <hr/> <p>Action Status: No Action Required Result Type: Benchmark Met 100% - All students felt they improved this semester with their speaking abilities as summarized in their essays. Good feedback. (05/20/2015)</p> <hr/> <p>Action Status: No Action Required Result Type: Benchmark Met 143/145 - 99% of the students responded favorably about their improvement. (05/22/2014)</p>	<p>strengthened in the future. Consider pre/post Likert-scale nervousness indicator. (06/05/2017)</p> <hr/> <p>Action: Send reminders to all instructors to remind them to do this assignment. (05/22/2014)</p>
<p>Critical Thinking - Students will be able to evaluate accurately a presentation through the use of the oral communication rubric. This outcome connects with Kansas Core Outcomes #4 and #5. Summary for #4 - Competent listener for literal comprehension and #5 - Competent listener for critical comprehension. Outcome Status: Active Outcome Type: Curricular Start Date: 08/05/2013 End Date: 05/31/2016</p>	<p>Direct - Oral Communication Rubric Presentation from YouTube</p> <p>Benchmark: 70% of the students who complete the class will be able to score accurately - structure, content, delivery - on a speech using the oral communication rubric. Schedule: Near the end of each semester. Tabulations for both semesters will be completed in the spring.</p>	<p>Action Status: Action Plan in Progress Result Type: Benchmark Met 100% completed the use of the oral communication rubric. 137 students 83 "A" 50 "%" and 4 "c" (05/14/2019)</p> <hr/> <p>Action Status: No Action Required Result Type: Benchmark Not Met No Data Collected 16/17. (06/06/2017)</p> <hr/> <p>Action Status: No Action Required Result Type: Benchmark Not Met Structure: 99/155 (66%) of students scored structure correctly Content: 108/150 (72%) of students scored content correctly Deliver: 74/150 (54%) of students scored delivery correctly (05/18/2016)</p> <hr/> <p>Action Status: Action Plan in Progress Result Type: Benchmark Not Met 61% scored structure accurately. 54% scored content accurately.</p>	<p>Action: Structure was close to reaching benchmark. Delivery though low had more accurate scores than we have had in the past. Continue working on scoring speeches throughout the semester. (05/18/2016)</p>

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		<p>52% scored delivery accurately.</p> <p>This assessment is difficult to meet as many students agree that a category meets expectations at a 3 instead of the 4 level or vice versa. We do like this assessment though so we will continue it but we'll probably select a different speech in the fall of 2015. (05/20/2015)</p>	
		<p>Action Status: Action Plan in Progress Result Type: Benchmark Not Met Structure - 114/207 55% of the students scored structure accurately. Content - 125/207 60% of the students scored content accurately. Delivery 103/207 50% of the students scored delivery accurately. (05/22/2014)</p>	<p>Action: Meeting the 70% benchmark is the goal but will be difficult to achieve as many items for each category are considered when scoring on the rubric. The difference between a 3 and 4 score on the rubric is rather close so some students may be afraid of giving the top score 4 in fear of thinking they may have missed something. A 3 might be considered a safe alternative for the student. We'll continue to monitor this closely for the next few years. (05/22/2014)</p>
		<p>Action Status: Action Plan in Progress Result Type: Benchmark Not Met 97 of 174 (56%) scored structure accurately. 59 of 174 (34%) scored content accurately. 103 of 174 (59%) scored delivery accurately. (05/20/2013)</p>	<p>Action: When the numbers are analyzed according to meeting expectations/exceeding expectations, the 70% of our students agreeing to the above three categories (67% for structure; 89% for content; and 68% for delivery is very close to 70%. Content score though is much farther off than expected as far as matching exactly.</p> <p>After discussion with another colleague, the Speech Department will still seek the exact score for each category on the rubric , but change the expectation that 70% of the students will accurately</p>

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		<p>Action Status: Action Complete Result Type: Directional Improvement Structure: 84/176 48% matched instructors' score exactly. 118/176 67% agreed with instructors that speech met/exceeded structure standards.</p> <p>Content: 92/176 52% matched instructors' score exactly. 155/176 88% agreed with instructors that speech met/exceeded content standards.</p> <p>Deliver: 105/176 60% matched instructors' score exactly. 124/176 71% agreed with instructors that speech met/exceeded delivery standards. (05/17/2012)</p>	<p>mark the rubric on whether a speech meets or does not meet expectations. (05/20/2013)</p> <p>Action: Students overall are agreeing with instructors on whether the speech meet/exceed standards so we will continue with what we are doing. Rubric a few speeches throughout the semester and compare with one another for practice. (05/17/2012)</p>
		<p>Action Status: Action Plan in Progress Result Type: Benchmark Met 71 of 151:47% scored structure exactly. 114 of 151 76% agreed that the presentation met/exceed expectations.</p> <p>58 of 151: 38% scored content exactly. 138 of 151: 91% agreed that the content met/exceeded expectations.</p> <p>84 of 151: 56% scored delivery exactly. 108 of 151: 72% agreed that the delivery met/exceeded expectations (05/23/2011)</p>	
		<p>Action Status: Action Plan in Progress Result Type: Benchmark Not Met 33of 69: 48% of the students matched Structure exactly. 47 of 69: 68% of all students agreed that the presentation met/exceeded expectations. 22 of 69: 32% matched Content exactly. 60 of 69: 87% of all students agreed that the presentation met/exceeded expectations 38 of 69: 55% matched Delivery exactly. 42 of 69: 61% of all students agreed that the presentation met/exceeded expectations. (12/31/2010)</p>	
	Indirect - Survey to examine how	Action Status: Action Plan in Progress	

Outcomes	Assessment Tools	Results	Actions
	<p>much critiquing speeches helped students for their own presentations.</p> <p>Benchmark: 70% of the students will respond favorably to the critique survey.</p> <p>Schedule: Critiques throughout the semester. Survey will be completed at the end of each semester. Final tabulations will be done at the end of the spring semester.</p>	<p>Result Type: Benchmark Met 100% of students completed their own presentations, 137 students 83 "A" 50 "B" and 5 "C" (05/14/2019)</p> <hr/> <p>Action Status: Action Complete</p> <p>Result Type: Benchmark Met 100% scored 70% or higher. 64 students total. 38 got "A", 24 got "B" 2 got "C" All students felt doing peers reviews help them to focus on what is need for their speeches and assignments. (05/10/2019)</p> <hr/> <p>Action Status: No Action Required</p> <p>Result Type: Benchmark Not Met No data collected 16/17 (06/06/2017)</p> <hr/> <p>Action Status: Action Complete</p> <p>Result Type: Benchmark Met 111/128 (87%) responded favorably to the critique survey. (05/18/2016)</p> <hr/> <p>Action Status: No Action Required</p> <p>Result Type: Benchmark Met 91% of the respondents responded favorably to the critique survey. (05/19/2015)</p> <hr/> <p>Action Status: Action Complete</p> <p>Result Type: Benchmark Met 70/83 - 85% of the students responed favorably to the critique process (05/22/2014)</p>	<p>Action: Next year, remind instructors to complete the survey. Also, score each of the seven statements separately on the survey as some of the statements are receiving lower marks from students. This will help in analyzing the data more accurately. (05/22/2014)</p>