

Assessing Fundamentals of Oral Communication (SPE 010): Standardizing Efforts for Curriculum, Improving Our Teaching, Supporting Our Students. PIs: Jay Baglia, Mary Bock, Mary Eicholtz, Ron Grapsy, & Joe Harasta, Department of Speech Communication and Theatre.

Abstract

Title: Assessing Fundamentals of Oral Communication (SPE 010): Standardizing Efforts for Curriculum, Improving Our Teaching, Supporting Our Students
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Expanding on the preliminary data collected during Fall 2010, the assessment team will assess aspects of public speaking performance (i.e., eye contact & time criteria fulfillment), selection and implementation of appropriate support materials, ethics, and critical thinking. A random sample of student speeches from the persuasive speech assignment in the SPE 010 course will be coded and analyzed according to principles for effective communication published by the National Communication Association (NCA). NCA has outlined criteria for the assessment of competent communication among undergraduates. This assessment system has emerged from a conceptual framework and includes: 1) observable behaviors; 2) quantitative and qualitative methods; and 3) skill assessment as well as cognitive assessment. This assessment provides feedback to the department about the oral communication course which serves over 2000 students per academic year and will potentially initiate change to the curriculum of SPE010, techniques of teaching this course, and, most importantly, to student learning.