



## Goal 1: Oral Communication

Fall 2023

Method: Course-embedded assessment in general education courses designated for Goal 1, scored by course instructors using adopted rubric

N = 95

### Goal 1 Rubric (Oral Communication)

| Learning Objective  | Exemplary  | Established   | Developing   |
|---|--|---|--|
| <i>Gather, organize, interpret, and present information</i>                   | Credible sources were used to support claims and persuade audience; material was well-organized and logically presented. | Sources were used, but it wasn't always clear how they supported claims being made; material was organized, but the logical connections were not always apparent. | Minimal sources were used to support claims; no clear pattern of organization or structure.    |
| <i>Use non-verbal or extra-verbal communication to enhance verbal message</i> | Non-verbal actions benefited the verbal content and contributed to a dynamic and powerful presentation.                  | Non-verbal actions did not distract from the presentation or hinder communication.  | Minimal if any use was made of non-verbal strategies to enhance the verbal message             |
| <i>Demonstrate an understanding of the means by which we engage listeners</i> | The elements of ethos, logos, and pathos were deployed deftly and emphasized the importance of the topic.                | The elements of ethos, logos, and pathos were incorporated in a thoughtful, engaging way.   | Ethos, logos, and pathos were either partially incorporated or one or two were largely absent. |

### Average Scores Earned in Each Category Assessed

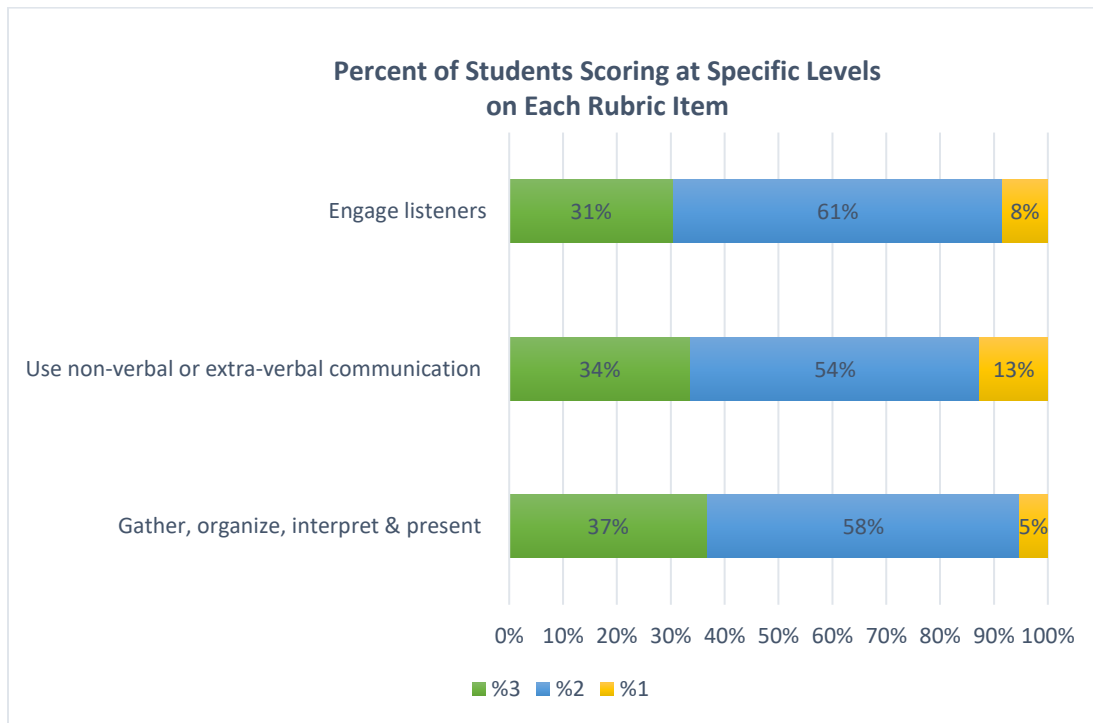
| Gather, organize, interpret & present | Use non-verbal or extra-verbal communication | Engage listeners |
|---------------------------------------|--|------------------|
| 2.32                                  | 2.21   | 2.22             |

Rubric Legend:                    3 = Exemplary                    2 = Established                    1 = Developing

| Gather, organize, interpret, & present |    |        |
|--|----|--------|
| Rating                                 | N  | %      |
| Exemplary                              | 35 | 36.84% |
| Established                            | 55 | 57.89% |
| Developing                             | 5  | 5.26%  |

| Use non-verbal or extra-verbal communication |    |        |
|--|----|--------|
| Rating                                       | N  | %      |
| Exemplary                                    | 32 | 33.68% |
| Established                                  | 51 | 53.68% |
| Developing                                   | 12 | 12.63% |

| Engage listeners |    |        |
|------------------|----|--------|
| Rating           | N  | %      |
| Exemplary        | 29 | 30.52% |
| Established      | 58 | 61.05% |
| Developing       | 8  | 8.42%  |



Method: Question on Graduate-to-Be survey regarding students' perceptions of how well their undergraduate coursework developed their oral communication skills

December 2023

|                    | Great Deal | Much  | Somewhat | Little | Very Little |
|--------------------|------------|-------|----------|--------|-------------|
| Oral Communication | 35.3%      | 33.9% | 23.2%    | 5.2%   | 2.3%        |

Method: Question on Alumni Survey regarding students' perceptions of how well their undergraduate coursework developed their effective speaking skills<sup>1</sup>.

Spring 2023

|                    | Very Much | Quite a Bit | Some  | Very Little |
|--------------------|-----------|-------------|-------|-------------|
| Effective Speaking | 28.9%     | 34.9%       | 25.9% | 10.2%       |

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<sup>1</sup> Defined as "Conveying accurate and compelling content in clear, expressive, and audience-appropriate prose."