



Goal 1: Oral Communication

Spring 2025

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

N = 76

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
2.39	2.27	2.42

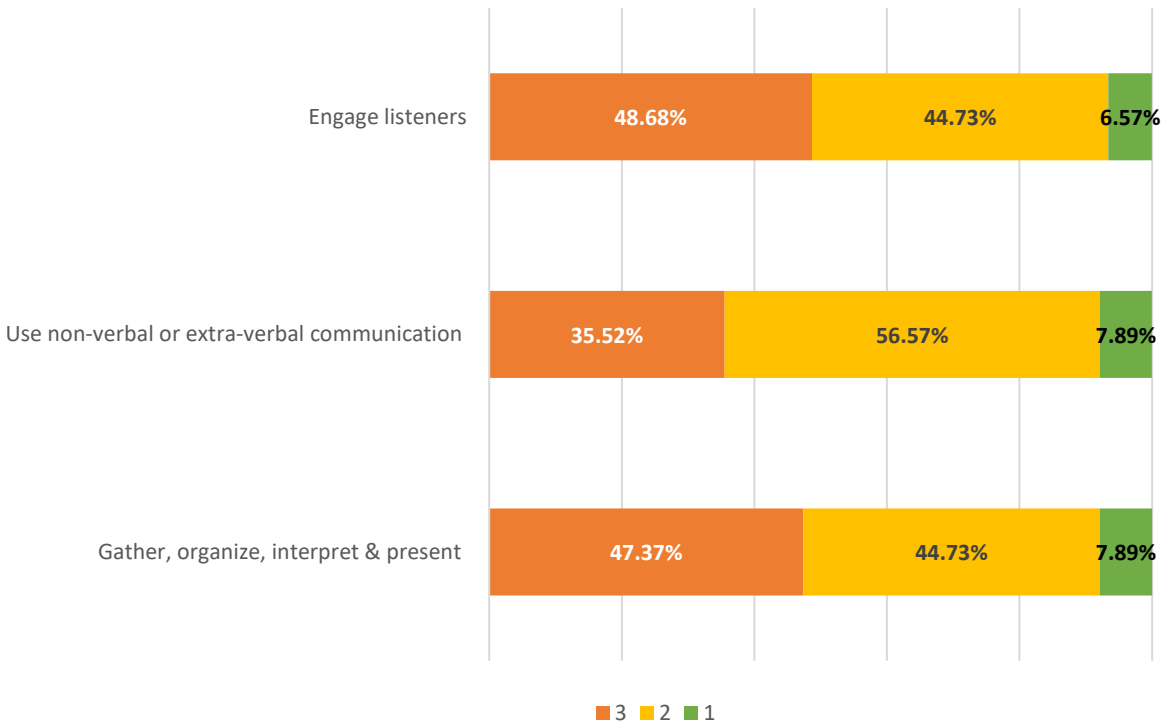
Rubric Legend: 3 = Exemplary 2 = Established 1 = Developing

Gather, organize, interpret, & present		
Rating	N	%
Exemplary	36	47.37%
Established	34	44.73%
Developing	6	7.89%

Use non-verbal or extra-verbal communication		
Rating	N	%
Exemplary	27	35.52%
Established	43	56.57%
Developing	6	7.89%

Engage listeners		
Rating	N	%
Exemplary	37	48.68%
Established	34	44.73%
Developing	5	6.57%

Percent of Students Scoring Specific Rating for Each Rubric Item



Method: Question on Alumni Survey regarding students' perceptions of how well their undergraduate coursework developed their effective speaking skills¹.

Spring 2023

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

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
December 2023	35.3%	33.9%	23.2%	5.2%	2.3%
June 2024	40.74%	36.63%	16.46%	3.50%	2.67%
December 2024	37.02%	34.89%	18.30%	5.96%	3.83%
June 2025	39.29%	34.82%	20.94%	3.76%	1.18%

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