

GENERAL EDUCATION ASSESSMENT REPORT
 Oral Communication, Fall 2012 - Spring 2013
 Communications Department

STATEMENT OF INSTITUTION MISSION AND COLLEGE GOALS	<p>SP Goal 5: Improve the process for assessing programs, courses, and student learning.</p> <p>SP Goal 7: Expand innovative use of technology to improve teaching & learning.</p>
GENERAL EDUCATION OUTCOMES (or student learning outcome/program competency)	<p>Technology Literacy: Demonstrate the ability to communicate, create, and collaborate effectively using technologies in multiple modalities</p> <p>Oral Communication: Competently construct and effectively present orally, information designed to increase knowledge, to foster understanding, or to promote change in the listeners' attitudes, values, beliefs, or behaviors.</p>
ASSESSMENT CRITERIA AND PROCEDURES	<p>Implementation:</p> <p>Technology—Installation period-Summer 2012-eight rooms college-wide received new hardware for recording while ten rooms received the needed software; two rooms had previously installed hardware.</p> <p>Training—Fall 2012 faculty were provided with hands-on training and information on how to use equipment in the classroom and the software. Students were to receive training from their instructors and through handouts.</p> <p>Recording (informative speeches)—There were difficulties in coordinating instructors with different schedules, which resulted in IT being overloaded with technical issues. Students did not follow directions for creating their accounts—providing technical issues within the classrooms. Some instructors voiced pedagogical issues with recording.</p> <p>Methodology:</p> <p>Over 1100 student speeches were recorded, and then 136 speeches were randomly selected for</p>

	<p>evaluation.</p> <p>Faculty used the NCA (National Communication Association) rubric with slight modifications to help measure one additional course learning outcome related to technology use.</p>
ASSESSMENT RESULTS	<p>HACC students are meeting baseline standards for public speaking competence in all areas, based on criteria used with the NCA rubric.</p> <p>Instructor assignments are not all aligned with current learning outcomes, making consistency in measuring content questionable.</p>
USE OF THE RESULTS	<p>Develop a required assignment with specific parameters to more closely align every course instruction with learning outcomes.</p> <p>Slightly modify the NCA rubric to more closely align with our assessment of course outcome needs.</p> <p>Simplify the recording process for instructors and students. Require all students and instructors to participate.</p> <p>Fall 2103- repeat the process by recording Persuasive Speeches, using a different recording system.</p> <p>Design a new rubric for persuasive speaking use—align assignments to learning outcomes.</p>
Additional Notes / Resources	<p>Communications Department Assessment 2012-2013</p>