

# Crafton Hills College - Outcomes Assessment Report

Course: SPEECH - 100

Term: Spring 2012

Date: 10/31/2012

## 1. Learning Outcomes Statement

- Students will demonstrate their ability to construct and organize coherent and audience-centered speeches.
- Students will demonstrate an ability to locate, read, organize and critically evaluate information for incorporation into both informative and persuasive presentations.

## 2. Means of Assessment (Measurement Method)

Elumen Persuasive Speech Assessment (measures organization, audience centeredness, application of persuasive strategies, and use of information).

## 3. Criteria for Success (Benchmark)

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## 4. Summary of Evidence

**Assessed Effort - Students will demonstrate their ability to construct and organize coherent and audience-centered speeches.**

**NS 0 1 2 3 4 Total**

**Audience-centeredness**

Speech Communication

Course - SPEECH100 - Elements of Public Speaking

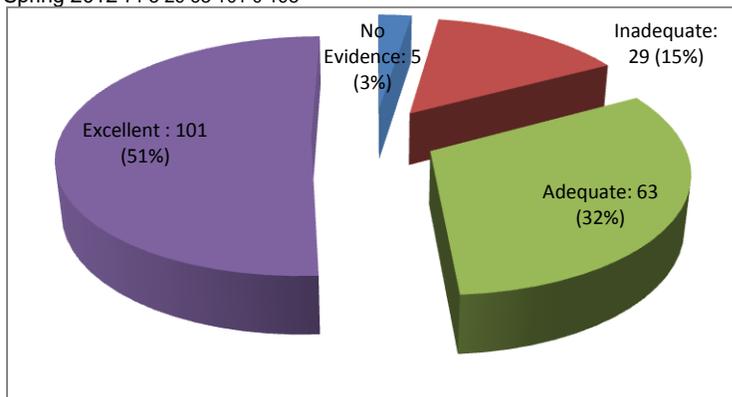
Spring 2012 71 5 28 63 97 193

Course - SPEECH100H - Elements of Public Speaking - Honors

Spring 2012 0 0 1 0 4 5

**SLO Subtotals**

Spring 2012 71 5 29 63 101 0 198



**Organization**

Speech Communication

Course - SPEECH100 - Elements of Public Speaking

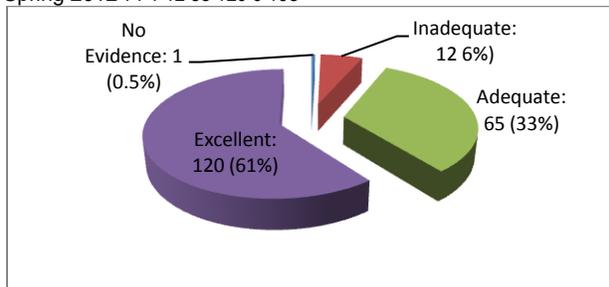
Spring 2012 71 1 11 65 116 193

Course - SPEECH100H - Elements of Public Speaking - Honors

Spring 2012 0 0 1 0 4 5

SLO Subtotals

Spring 2012 71 1 12 65 120 0 198



**Use of Information**

Speech Communication

Course - SPEECH100 - Elements of Public Speaking

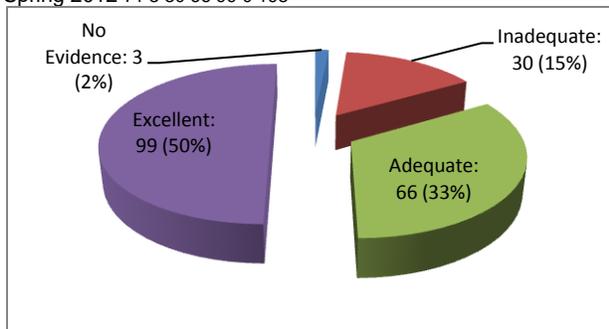
Spring 2012 71 3 29 66 95 193

Course - SPEECH100H - Elements of Public Speaking - Honors

Spring 2012 0 0 1 0 4 5

SLO Subtotals

Spring 2012 71 3 30 66 99 0 198



**Assessed Effort - Students will demonstrate an ability to locate, read, organize and critically evaluate information for incorporation into both informative and persuasive presentations.**

**NS 0 1 2 3 4 Total**

**Application of Persuasive Strategies**

Speech Communication

Course - SPEECH100 - Elements of Public Speaking

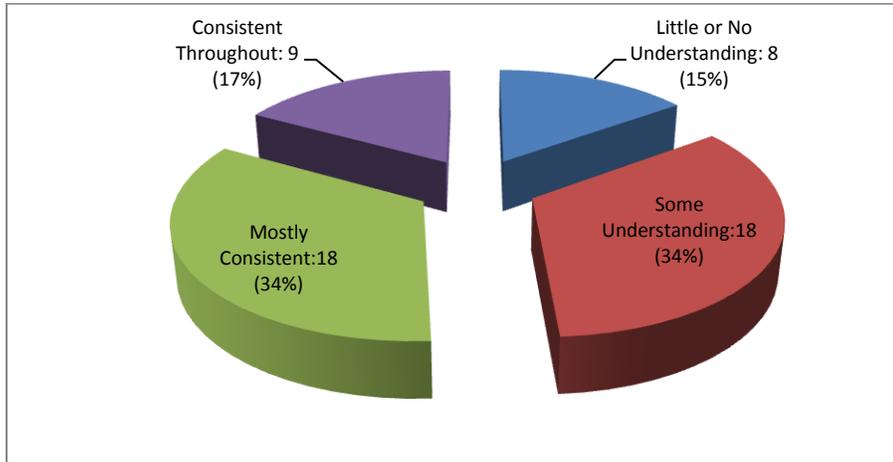
Spring 2012 72 4 28 74 86 192

Course - SPEECH100H - Elements of Public Speaking - Honors

Spring 2012 0 0 1 0 4 5

**SLO Subtotals**

Spring 2012 72 4 29 74 90 0 197



**5. Use of Results (Implications for Program Improvement & Planning)**

The scores have gone down in organization (74% excellence in 2011 to 61% in 2012), use of information (48% to 40%) audience centeredness (52% to 39%), application of persuasive strategies (59% to 37%) though we discussed the idea that professors are realizing they can be honest with their score because it is not a reflection or evaluation of their overall quality of work. Perhaps we now have a greater understanding of what we are looking for in evaluations. We also discussed that we are perhaps more rigorous in our approach and evaluation than before as we have collectively gained a greater understand of our rubric and what we are looking for specifically.

We discussed the need to have consistent faculty meetings to hold each other accountable. Perhaps even a more standardized approach to the above areas. We discussed that perhaps we should all use Monroe's Motivated Sequence or at the very least encourage use of this format. In addition, sending out an email prior to elumen input stating definitions and providing a rubric for all profs so we are following the same guidelines.