

## Crafton Hills College - Outcomes Assessment Report

---

**Course:** SPEECH - 174

**Term:** Spring 2012

**Date:** XXXX

---

### *1. Learning Outcomes Statement*

(left blank)

### *2. Means of Assessment (Measurement Method)*

The GENE Scale (self-assesses one's perceived ethnocentrism)

### *3. Criteria for Success (Benchmark)*

(left blank)

### *4. Summary of Evidence*

(left blank)

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

The lowering of ethnocentrism is fundamental key in the development of Intercultural Communication skills and to appreciate cultural diversity. We concluded this assessment was effective and useful in determining whether this foundational concept is being understood and believed. In addition to the GENE scale, a rubric will be developed for Speech 174 students videotaped Intercultural journey presentations, to determine their ability to apply effective communication principles to diverse groups.