

## Crafton Hills College - Outcomes Assessment Report

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**Course: SPEECH – 174**

**Term: Fall 2011**  
**Date: 10/31/2012**

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### 1. Learning Outcomes Statement

- *Students will demonstrate their ability to apply effective communication principles to intercultural situations among diverse groups.*
- *Students, through multicultural experiences, will appreciate the cultural diversity of their communities.*

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

GENE scale

### 3. Criteria for Success (Benchmark)

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### 4. Summary of Evidence

The Fall Semester experienced a rapid decrease in the number of students in this course. As a result, many of those who completed the GENE scale as an income were not enrolled in the class to complete the outcome of the GENE scale. For those who completed the course, only 3 students completed this which is insufficient data.

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

As a result, The GENE scale assessment will be a mandatory portion of the course beginning in the Fall, 2012 with the goal of 100% participation. In addition, a scoring rubric is going to used when grading/evaluating each student's taped intercultural project to measure the following SLO's beginning Fall 2012:

*Students will demonstrate their ability to apply effective communication principles to intercultural situations among diverse groups.*

*Students, through multicultural experiences, will appreciate the cultural diversity of their communities.*

The rubric is as follows:

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**Culture Appreciation**

3. Demonstrated and communicated multiple messages of genuine appreciation
2. Demonstrated and communicated some messages of genuine appreciation
1. Demonstrated or communicated minimal messages of token appreciation
0. Did not demonstrate or communicate any messages of appreciation

**Applying Effective Communication Principles among Diverse Groups**

3. Defined and applied at least 3 theoretical communication principles that effectively resulted in a positive intercultural encounter.
2. Defined and applied at least 2 theoretical communication principles that effectively resulted in a positive intercultural encounter.
1. Defined and applied a theoretical communication principle that resulted in a altered intercultural encounter.
0. Did not define nor apply a theoretical communication principle that resulted in a altered intercultural encounter.

As the evaluation states, The GENE scale will still be used. In regards to the intercultural project, it was suggested that the questions the students will be answering be included in this evaluation. It was encouraged to keep the field trips going as they are deemed very effective in covering subject matters.

The questions are as follows:

1. Where did you go and why did you select this culture?
2. What was the experience like in terms of what you did? Describe the experience from beginning to end.
3. What behaviors did you have to change or adapt to in order to effectively experience this culture?
4. What (at minimum 3) course concepts could you relate to this experience?
5. What did you learn to appreciate about this culture? Please be specific.