

## Crafton Hills College - Outcomes Assessment Report

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**Course:** SPEECH – 111

**Term:** Spring 2012

**Date:** 10/31/2012

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### 1. Learning Outcomes Statement

- *Students will apply pertinent interpersonal communication concepts and theories in an effort to build and maintain effective interpersonal relationships.*
- *Students will comprehend the significance of and account for the effect culture, gender and other markers of social difference have on communication.*

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

A total of 82 students, from three different course sections, completed a ten-question survey at the end of the course. Five of the questions in the survey were designed to measure student understanding of course material (see Table 1). The second set of five questions illustrate the extent to which students felt certain speech topics were covered and if students found the coverage of the topics effective (see Table 2).

### 3. Criteria for Success (Benchmark)

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## 4. Summary of Evidence

**Table 1: Students' Answers to Content Questions.**

Question	Correct Answers	Number of Students	% Correct
Q2: Social scientists use the term _____ to describe the study of how people communicate through bodily movements. [correct answer: c) kinesics]	45	82	54.9
Q4: This listening behavior is considered to require the most thought and analysis: [correct answer: c) critical/evaluation]	21	82	25.6
Q6: A collaborative win-win approach to conflict management is always the preferred approach as opposed to a competitive win-lose. [correct answer: b)false]	6	80	7.5
Q8: A North American answers the question "who am I?" by citing individual factors, while an Asian person answers the same question by identifying groups in which she/he is a member; they are expressing value differences associated with which of the following: [correct answer: b) Individualism vs. Collectivism]	60	82	73.2
Q10: Language shapes our impression of: a) Racism and sexism; b) Power; c) Status; d) Credibility; e) All of these [correct answer: e]	77	82	93.9

**Table 2: Students' Perceptions of Effectiveness of Course Topics.**

Question	Not covered		Barely covered; effective		Barely covered; not effective		Thoroughly covered; effective		Thoroughly covered; not effective		Total
	#	%	#	%	#	%	#	%	#	%	
Q1: How effective was this course in preparing you to implement and interpret the nonverbal aspects of Interpersonal Communication into your life?	1	1.2	1	1.2	3	3.7	69	84.1	8	9.8	82
Q3: How effective was this course with increasing your listening skills while participating in interpersonal interactions?	1	1.2	1	1.2	4	4.9	69	84.1	7	8.5	82
Q5: How effective was this course at preparing you to more consistently have "mutually satisfying" outcomes with conflicts that arise within your interpersonal interactions?	1	1.2	7	8.5	3	3.7	65	79.3	6	7.3	82
Q7: How effective was this course in preparing you to create interpersonal relationships with people whose cultures differ from your own?	3	3.7	6	7.4	7	8.6	60	74.0	5	6.2	81
Q9: How effective was this course at emphasizing the importance language plays in both creating and maintaining relationships with others?	2	2.4	1	1.2	4	4.9	73	89.0	2	2.4	82
Total	8	2.0	16	3.9	21	5.1	336	82.2	28	6.8	

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

Interestingly the nonverbal question was answered correctly by only 55% of students, yet 85% believed it was thoroughly covered and effective. We discussed we need to correlate how strongly kinesics plays into nonverbal communication in interpersonal relationships.

Similarly, in regards to listening behavior, 25% answered the question correctly yet 84% believed it was thoroughly covered and effective. This tells us that students are not understanding the listening behaviors, particularly critical listening, and how they play into interpersonal interactions.

In regards to conflict management, 7.5% of students answered the question correctly yet 79% believed it was thoroughly covered and effective. Perhaps we need to change the question as the word “always” may have thrown students off.

Regarding intercultural interactions, 73% of students answered correctly while 74% believed it to be thoroughly covered and effective. This was very consistent and presented us with no concerns as it appears this is being covered and is effective.

Regarding language, 94% answered correctly, while 89% believed it to be effective. Again, this is consistent.

It appears the department teaches intercultural and language effectively, while needing more improvement in nonverbal and listening skills. This will be addressed to faculty to stress more in their score. We also discussed changing the questions for Spring 2013 though keeping the same themes for each question. This will allow us to compare and see if these results were the result of the nature of the specific question or genuine knowledge of general subject matter.