



ALAMO
COLLEGES

PALO ALTO COLLEGE

Program Assessment Report due 11/21/14

Program or Certificate: Speech Department

Academic Year Assessed: 2013 - 2014

Program Lead Faculty: Carolyn DeLecour

Department Chair: Carolyn DeLecour

Program Learning Outcome #1	AA Speech Degree Student Learning Objectives Students will demonstrate an understanding of the process for developing and presenting effective oral presentations.
Courses in the degree plan that address this outcome	SPCH 1311
Assessment Method	Students must present and earn a passing grade for an oral presentation.
Targets for Achievement	70% of the sample population of students (25% of students enrolled in SPCH 1311 – 4 sections) must earn a 70% or higher on their oral presentation assignment.
Results	TOTAL STUDENT SAMPLING – 88 STUDENTS (Goal 70% or 61 students) 78 out of 88 students earned 70% or better
Target Met or Not Met	Target met and exceeded (88%)
New action plan for improvement of student learning	The speech department will conduct a program review in Spring of 2015 to determine any changes to allow for continued student success with oral presentations.
Evaluation of previous cycle's action plans	<ol style="list-style-type: none">1. Summarize the implementation of the previous cycle's action plan.<ul style="list-style-type: none">• The previous cycle's plan recommended that the department set "guidelines" to use when evaluating speeches to ensure grading is similar across the board2. What challenges emerged to the action plan?<ul style="list-style-type: none">• The challenges to that plan emerged from the various instructors, assignment nuances, etc. However, meeting together to determine a shared rubric helped meet the target.



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	<p>3. To what extent was the action plan successful?</p> <ul style="list-style-type: none">The plan was highly success to the extent that the speech instructors were able to share ideas and best practices, grading rubric, etc. The action plan was also successful quantitatively as our target was exceeded.
Program Learning Outcome #2	AA Speech Degree Learning Outcome #2: Students will apply their understanding of the impacts of diversity on human communication.
Courses in the degree plan that address this outcome	SPCH 1311
Assessment Method	Students must present and earn a passing grade (70%) for a persuasive speech presentation. The persuasive speech meets the PLO of diversity as the students must complete an analysis and determine the most appropriate persuasive techniques to meet their diverse audience.
Targets for Achievement	70% of the sample population of students (25% of students enrolled in SPCH 1311 – 4 sections) must earn a 70% or higher on their persuasive oral presentation assignment
Results	TOTAL STUDENT SAMPLING – 88 STUDENTS (Goal 70% or 61 students) 76 out of 88 students (86%) earned 70% or better their informative speech assignment
Target Met or Not Met	Target met and exceeded (86%)
New action plan for improvement of student learning	The speech department will conduct a program review in Spring of 2015 to determine any changes to allow for continued student success in regards to understanding and applying communication techniques for a diverse audience.
Evaluation of previous cycle's action plans	The previous cycle did not include this objective. Instead, the previous cycle stated, "Students will apply their understanding of the transactional nature of the communication process. Since the last evaluation cycle, the student



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	learning objectives have been changed to include “diversity” in each one of the SPCH sections. Therefore, the faculty and administration believed the program would be better served to include diversity as a program level assessment.
Program Learning Outcome #3	Students will apply principles of effective listening in various communication contexts (i.e. audience, group interaction, interpersonal interaction)
Courses in the degree plan that address this outcome	SPCH 1311
Assessment Method	Given the broad nature of the learning outcome (audience, group interaction, interpersonal interaction), the faculty determined the best method for quantifying this PLO would be through an exam that covered questions on listening.
Targets for Achievement	70% of the sample population of students (25% of students enrolled in SPCH 1311 – 4 sections) must earn a 70% or higher on their exam addressing listening contexts
Results	TOTAL STUDENT SAMPLING – 88 STUDENTS (Goal 70% or 61 students) 61 out of 70 students (70%) earned a 70% or better on their listening exam
Target Met or Not Met	Target met
New action plan for improvement of student learning	<ul style="list-style-type: none">• The speech department will conduct a program review in Spring of 2015 to determine any changes to allow for continued student success in regards to understanding and applying communication techniques for a diverse audience.• The speech department will determine if there is a better measure of quantifying listening then through a section on an exam
Evaluation of previous cycle’s action plans	<ol style="list-style-type: none">1. Summarize the implementation of the previous cycle’s action plan.<ul style="list-style-type: none">• The previous program plan involved finding interactive and directed activities in each class that demonstrate how and when to apply effective listening techniques



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	<ol style="list-style-type: none">2. What challenges emerged to the action plan?<ul style="list-style-type: none">• The challenge to the action plan was the correlation between the activities and the student's scores on the exam regarding listening questions3. To what extent was the action plan successful?<ul style="list-style-type: none">• Technically the plan was successful in that the target was met. However, the result was right at the target of 70% as the other PLO exceeded the target.
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