



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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Program or Certificate: Speech Department

Academic Year Assessed: 2014-2015

Program Lead Faculty: Elizabeth Ginn

Department Chair: Carolyn De Lecour

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 of 70% or his or her second oral presentation.
Targets for Achievement	70% of the sample population of students (25% of students enrolled in SPCH 1311) must earn a 70% or higher on their second oral presentation assignment.
Results	TOTAL STUDENT SAMPLING – 191 STUDENTS (Goal 70% or 134 students) 161 out of 191 students earned 70% or better.
Target Met or Not Met	Target met and exceeded (84.2%)
New action plan for improvement of student learning	<ol style="list-style-type: none">1. Speech faculty will compare rubrics to determine alignment in scoring for oral presentation specific outcomes and the weight assigned to each.2. Speech faculty will identify oral presentation tips and suggestions to provide students for each specific outcome.3. Speech faculty will organize a list of public speaking resources to provide students or consider creating a public speaking lib guide in collaboration with library staff.
Evaluation of previous cycle's action plans	<ul style="list-style-type: none">• Summarize the implementation of the previous cycle's action plan.



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	<ul style="list-style-type: none">• The previous cycle's plan recommended, "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.• What challenges emerged to the action plan?<ul style="list-style-type: none">• Time was a factor as the unit completed their program review this cycle. Although this limited the amount of time to discuss program assessment, faculty were able to identify changes and plans for program assessment for 2015-2016.• To what extent was the action plan successful?<ul style="list-style-type: none">• Speech faculty including three new faculty additions were able to agree on the assessment measure.• Program assessment data was submitted by all.
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%) on an assignment which asks them to apply their understanding of the impacts of diversity on human communication.
Targets for Achievement	70% of the sample population of students must earn a 70% or higher on the assignment.
Results	TOTAL STUDENT SAMPLING – 123 STUDENTS (Goal 70% or 86 students) 91 out of 123 students (73.9%) earned 70% on the assignment.
Target Met or Not Met	Target met and exceeded (73.9%)



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New action plan for improvement of student learning	Speech faculty will compare assignments related to diversity to determine what content is addressed among all instructors and the methods to evaluate the assignment.
Evaluation of previous cycle's action plans	<ul style="list-style-type: none">Summarize the implementation of the previous cycle's action plan.<ul style="list-style-type: none">The previous cycle's plan recommended, "The speech department will conduct a program review in Spring of 2015 to determine any changes to allow for continued student success with understanding the impacts of diversity on human communication.What challenges emerged to the action plan?<ul style="list-style-type: none">Time was a factor as the unit completed their program review this cycle. Although this limited the amount of time to discuss program assessment, faculty were able to identify changes and plans for program assessment for 2015-2016.To what extent was the action plan successful?<ul style="list-style-type: none">Speech faculty including three new faculty additions were able to agree on the assessment measure.Program assessment data was submitted by all.
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	Students must present and earn a passing grade (70%) on an assignment which asks them to apply principles of effective listening in various communication contexts.
Targets for Achievement	70% of the sample population of students must earn a 70% or higher on the assignment.
Results	TOTAL STUDENT SAMPLING – 217 STUDENTS (Goal 70% or 152 students)



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	165 out of 217 students (76%) earned a 70% or better on their listening exam
Target Met or Not Met	Target met and exceeded
New action plan for improvement of student learning	Speech faculty will compare assignments related listening among all instructors and review the methods to evaluate the assignment.
Evaluation of previous cycle's action plans	<ul style="list-style-type: none">• Summarize the implementation of the previous cycle's action plan.<ul style="list-style-type: none">• The previous cycle's plan recommended, "The speech department will conduct a program review in Spring of 2015 to determine any changes to allow for continued student success with helping students apply principles of effective listening in various communication contexts.• What challenges emerged to the action plan?<ul style="list-style-type: none">• Time was a factor as the unit completed their program review this cycle. Although this limited the amount of time to discuss program assessment, faculty were able to identify changes and plans for program assessment for 2015-2016.• To what extent was the action plan successful?<ul style="list-style-type: none">• Speech faculty including three new faculty additions were able to agree on the assessment measure.• Program assessment data was submitted by all.



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Program or Certificate: Speech Department

Academic Year Assessed: 2015-2016

Program Lead Faculty: Elizabeth Ginn

Department Chair: Carolyn De Lecour

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, 1315, and 1321
Assessment Method	Students must present and earn a passing grade of 70% on his or her second oral presentation.
Targets for Achievement	70% of the sample population of students (25% of students enrolled in SPCH 1311, 1315, and 1321) must earn a 70% or better on their presentation assignment.
Results	TOTAL STUDENT SAMPLING – 237 STUDENTS (Goal 70% or 166 students) For all sampled courses 196 out of 237 students or 83% earned 70% or better. For Face to Face courses 157 of 184 students or 85% earned a 70% or better. For Online courses 39 of 53 students or 74% earned a 70% or better.
Target Met or Not Met	Target met and exceeded (83%) Last year 84.2%
New action plan for improvement of student learning	<ol style="list-style-type: none">1. Speech faculty will conduct fact finding to determine if online speech score results are lower across all the other colleges. Will reach out to leads at other colleges and research if national benchmarks exist.2. Speech faculty will devise an action plan to support students enrolled in online speech courses.3. Request larger sample size for online courses next year.



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Evaluation of previous cycle's action plans	<ul style="list-style-type: none">• Speech unit shared and aligned rubrics for evaluating oral presentations.• Speech faculty identified oral presentation tips and suggestions to provide students for each specific outcome.• Speech students completed a communication apprehension assignment to determine nervousness and were encouraged to practice a minimum number of times based on apprehension score.
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, 1315, and 1321
Assessment Method	Students must present and earn a passing grade (70%) on an assignment which asks them to apply their understanding of the impacts of diversity on human communication.
Targets for Achievement	70% of the sample population of students must earn a 70% or higher on the assignment.
Results	TOTAL STUDENT SAMPLING – 237 STUDENTS (Goal 70% or 166 students) Overall 219 out of 237 students (92.4%) earned 70% on the assignment. For face to face classes, 172 out of 184 students (93.4%) earned 70% or better on the assignment. For online classes, 47 out of 53 students (88.7%) earned 70% or better on the assignment
Target Met or Not Met	Target met and exceeded (92.4%) compared to last year (73.9%)



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New action plan for improvement of student learning	<ol style="list-style-type: none">1. Celebrate success of speech unit efforts.2. Continue to emphasize and focus on need to study diversity.
Evaluation of previous cycle's action plans	<ul style="list-style-type: none">• Speech Unit will focus on diversity and efforts to implement revisions to assessments.
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 and 1315
Assessment Method	Students must present and earn a passing grade (70%) on an assignment which asks them to apply principles of effective listening in various communication contexts.
Targets for Achievement	70% of the sample population of students must earn a 70% or higher on the assignment.
Results	TOTAL STUDENT SAMPLING – 179 STUDENTS (Goal 70% or 125 students) Overall 143 out of 179 students (79.9%) earned a 70% or better on their listening assessment For face to face classes, 97 out of 126 students (77%) earned a 70% or better on their listening assessment For online classes, 46 out of 53 students (86.7%) earned a 70% or better on their listening assessment
Target Met or Not Met	Target met and exceeded (79.9%) compared to last year (76%)



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New action plan for improvement of student learning	<ol style="list-style-type: none">1. Will remove 1321 from sampled courses.2. Ensure that all 1311 and 1315 courses include a specific assessment whether a quiz, journal entry, or assignment.3. Consider adding a listening profile to the master course.
Evaluation of previous cycle's action plans	<ol style="list-style-type: none">1. Speech faculty have collaborated and shared assignments related to listening.