

## Assessment of Oral and Written Communication Skills

### Program Outcomes:

Graduates from OCtech should be able to demonstrate knowledge and skills in the following areas:

#### Written Communications

1. Employ appropriate methods of organization and content development ENG 101; ENG 155
2. Employ principles and conventions of sound sentence structure, mechanics, and spelling ENG 101; ENG 155

#### Oral Communications

1. Analyze audiences and speaking situations and adapt oral communications to these audiences SPC 205
2. Determine the purpose of the proposed speech and employ effective presentations through substance and structure analysis SPC 205
3. Use correct grammar and pronunciation SPC 205

#### Assessment Methods

##### Direct Student Learning Outcomes

1. Use systematic, uniform, established rubrics for each course to determine students' grades and progress

##### Indirect Student Learning Outcomes

1. Faculty review grade distribution and failure rates, student evaluations of instruction, and data from four year colleges and universities to assess student success to those institutions of higher learning
2. Faculty review employer satisfaction surveys, as well as student exit satisfaction surveys with the communications courses in their programs

### Indirect Student Outcomes

Students graduating in December responded to the several statements on the Graduate Exit Survey relative to written and communication skills.

1. Please indicate how well OCtech's academic program prepared you in writing skills.
  - Of all respondents to the survey, 50% indicated that the preparation was excellent, and 34% indicated the preparation was good
2. Please indicate how well OCtech's academic program prepared you in speaking skills.
  - Of all respondents to the survey, 54% indicated that the preparation was excellent, and 34% indicated the preparation was good
3. As a result of your experience at OCtech, to what extent do you feel you have gained or made progress in developing the ability to write effectively using logical organization, appropriate grammar, and punctuation?
  - Of all respondents to the survey, 57% indicated, "To a great extent," and 36% indicated, "To some extent."
4. As a result of your experience at OCtech, to what extent do you feel you have gained or made progress in developing the ability to speak with clarity and precision?
  - Of all respondents to the survey, 57% indicated, "To a great extent," and 34% indicated, "To some extent."

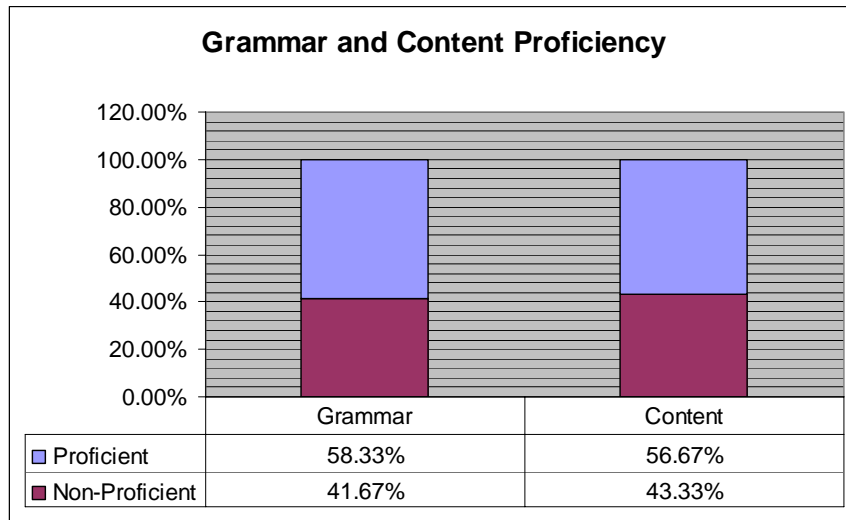
### Assessment of Data from Direct Outcomes

Using the prescribed agreed upon rubrics for both written and oral communications, results indicate that students still exhibit weaknesses in both content development and accurate execution of grammar and mechanics in written communications. The results indicate that there is very little difference between these two competencies in proficiency levels. Oral communications data indicates a much higher level of proficiency. This data confirms expectations since all students taking SPC 205 must have successfully completed ENG 101, a university transfer course.

See Chart 1 below and Chart 2 on the following pages:

**Chart #1 (Written Communications)**  
Competency Assessment for Written Communications

Of the sample, 58.33% of students were proficient in the grammar competency, and 56.67% attained proficiency in the content competency using a benchmark of 70 as the minimum passing grade.



## Chart #2 (Oral Communications)

### Competency Assessment Evaluation – SPC 205 – Public Speaking

Mastery of the subject matter is demonstrated through the following three competencies with a benchmark of 70%:

Competencies	Number Above Competency	Number Below Competency	Successful Strategies	Enrichment Strategies
Competency One 12 and above	48/96%	2/4%	Student Conferences	Videotape Speeches for Student Review
Competency Two 30 and above	41/82%	9/18%	Student Conferences	Research Assistance Tutoring in the Writing Studio
Competency Three 28 and above	49/98%	1/2%	Student Conferences	Videotaped Practice Presentations

#### **Competency One: General Speech Preparation (17 points)**

The speaker must demonstrate a commitment to the topic, promote audience identification, and approach the topic with creativity. The speech has to have a clear purpose and fulfill the specifics of the assignment.

#### **Competency Two: Substance and Structure (43 points)**

The introduction has to arouse interest. The speech has to be well-organized with easily identifiable main points. The main ideas must be supported with examples and narratives. The conclusion should be memorable.

#### **Competency Three: Speech Presentation (40 points)**

The language must be clear, simple, and direct. Grammar and pronunciation should be correct. The speech must be presented extemporaneously with notes unobtrusively displayed. The speaker must display enthusiasm for the topic and make eye contact with the audience. The presentation must sound conversational.

**This analysis is based on a survey of 50 randomly chosen student presentations from three public speaking classes.**

### Instructional Strategies Based on Data

1. Continue to require students to submit all written documents to Smarthinking, a leading commercial provider of an online writing tool where e-instructors critique and return essays 24/7. This service is offered to all OCtech students without charge.
2. Continue to encourage students to use the Professional Writing Studio on campus for a more immediate one-on-one tutoring session with credentialed faculty.
3. Continue to encourage students to have their instructors critique rough drafts of assignments and meet with instructors during office hours to discuss plans for writing assignments.
4. Continue with in-class peer reviews.
5. Implement use of Plato software assignments as tutorials that can be aligned to specific course competencies and can also be accessed over the Internet. These tutorials can address both content and grammar.
6. Plan the use of more student self-assessment tools in SPC 205.

### Review Process and Use of Results

Since Arts and Communications is a competency-driven program, its competencies are determined through prevailing and current “best practices” in the field and are validated by our advisory committee which meets yearly to ensure that:

- Program outcomes are appropriate and current
- Equipment, facilities, and instructor loading support program outcomes
- Successful completion of prerequisite courses is a satisfactory predictor of student success in subsequent courses
- The college Library can assure access to appropriate and current research materials
- Input from curriculum faculty on observed written and oral communications of their students is encouraged.