

Cal Maritime – Institution-Wide Assessment Council (IWAC)

AY 2017 - 2018

Assessment Report Institution Wide SLO A -- Communication



Report on IWSLO A, “Communication”
“Coherently and persuasively share information”

Report on Oral Communication (Supplement to 2016-2017 Written Communication Report)

OBJECTIVES

Measure the extent to which Cal Maritime Students “coherently and persuasively share information.”

Give recommendations for improving assessment efforts

Give recommendations (where applicable) for improving program effectiveness.

METHODOLOGY

We used a rubric approved by IWAC in 2016 to assess **oral** communication in 5 dimensions addressing “Organization,” “Language,” “Delivery,” “Supporting Material” and “Overall Clarity.” (Appendix A). The rubric was applied to 69 student papers in four sections of EGL 110 – Speech Communication, and assessed oral presentations. (All departments with the exception of Mechanical Engineering are represented in this course.) These rubrics were scored by the instructor of each individual section, who witnessed these presentations in person.

The dimensions given above were assessed on a 4-point scale from 1 to 4.

The data was entered into CampusLabs.com’s “Baseline” rubric scoring platform. We discovered that while Baseline is useful for course-level assignment assessment and communicating feedback to students, it is not ideal for program or institution-level assessment as currently configured. However, some useful information can be gleaned from the data as currently compiled.

RESULTS

Of the 69 presentations assessed, two thirds passed the benchmark: 34.78% (24) exceeded expectations and 31.88% (22) met expectations. The remaining third of students failed to meet the expectations: 10.14% (7) partially met and 23.19% (16) students failed to meet expectations. Our goal was for 70% of students to meet expectations, so we fell slightly short with 66.66% of students doing so. [See Figures 1 and 2]

RECOMMENDATIONS

Another shortcoming this year, as in years before, is that all the assessment was done in one department (C&C), and we need assessment data from other departments. This practice does not provide a complete picture of institution-wide progress in teaching and encouraging communication skills. Future assessments may benefit from seeking data reflecting written and oral communication practices in a variety of courses and programs. In the future we need to communication on an upper-division level, too.

We have already spoken with members of degree-granting departments and are working to identify upper-level courses in which oral communication will be assessed within the major.

In the future we should also work toward standardizing evaluation practices. We would also like to preserve identifier information so we can track student learning across demographics. Finally, we would like to see data regarding each of the 5 dimensions on the rubric rather than aggregate data.

APPENDIX A: IWAC 2016 ORAL COMMUNICATION RUBRIC

Figure 1. Breakdown of Scores

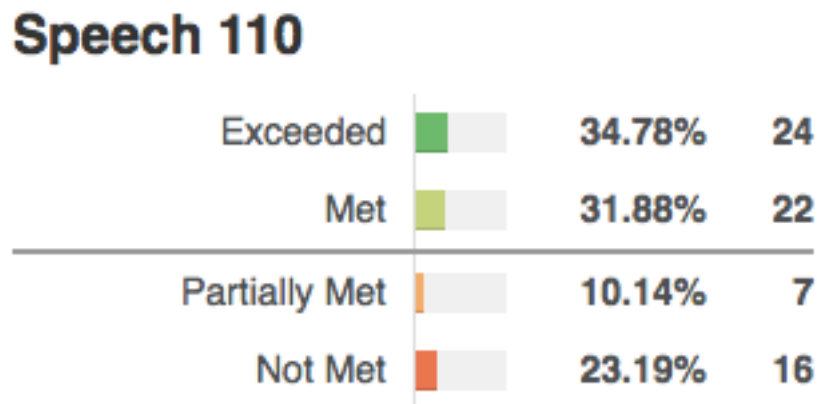


Figure 2. Distribution of Scores



Appendix A. Oral Communication Rubric

Name/ID:		Course :		
		Term:		
Rubric: Oral Communication	100% Capstone 4	67% Milestones 3	33% Milestones 2	0% Benchmark 1
20pts Organization (clarity of thought; planning if applicable)	20pts Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable and is skillful and makes the content of the presentation cohesive.	13.40pts Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable within the presentation.	6.60pts Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is intermittently observable within the presentation.	0pts Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is not observable within the presentation.
20pts Language (diction, word choices)	20pts Language choices are imaginative, memorable, and compelling, and enhance the effectiveness of the presentation. Language in presentation is appropriate to audience.	13.40pts Language choices are thoughtful and generally support the effectiveness of the presentation. Language in presentation is appropriate to audience.	6.60pts Language choices are mundane and commonplace and partially support the effectiveness of the presentation. Language in presentation is appropriate to audience.	0pts Language choices are unclear and minimally support the effectiveness of the presentation. Language in presentation is not appropriate to audience.
20pts Delivery (speaking)	20pts Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation compelling, and speaker appears polished and confident.	13.40pts Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation interesting, and speaker appears comfortable.	6.60pts Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation understandable, and speaker appears tentative.	0pts Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) detract from the understand ability of the presentation, and speaker appears uncomfortable.
20pts Supporting Material (non-verbal; use of equipment or illustration)	20pts A variety of types of supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that significantly supports the presentation or establishes the presenter's credibility/ authority on the topic.	13.40pts Supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that generally supports the presentation or establishes the presenter's credibility/ authority on the topic.	6.60pts Supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that partially supports the presentation or establishes the presenter's credibility/ authority on the topic.	0pts Insufficient supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make reference to information or analysis that minimally supports the presentation or establishes the presenter's credibility/ authority on the topic.
20pts Message Delivery (overall clarity)	20pts Central message is compelling (precisely stated, appropriately repeated, memorable, and strongly supported.)	13.40pts Central message is clear and consistent with the supporting material.	6.60pts Central message is basically understandable but is not often repeated and is not memorable.	0pts Central message can be deduced, but is not explicitly stated in the presentation.