

Assessment Impact by Assessment Methods  
 Seward County Community College/Area Tech School  
 Program - Speech

**Direct**

**Program - Speech**

**Multiple choice test**

**Outcome:** Basic knowledge to design oral presentation - Students have a basic knowledge of how to design an effective oral presentation. This outcome connects with Kansas Core Outcomes for Public Speaking #2 - The competent speaker must be able to compose a message and provide ideas and information suitable to the topic, purpose, and audience.

**Benchmark:** 80% of the students who complete the class will score 70% or higher on the Post-Test.

**Schedule:** At the end of each semester of Public Speaking classes. Numbers will be tabulated at the end of the spring semester.

Results			
Result	Action	Follow-Up	Action Status
05/20/2015 - 85% of the students scored above 70% or higher on the Post-Test <b>Result Type:</b> Benchmark Met			No Action Required
05/22/2014 - 176/196 - 90% of the students score 70% or higher on the Post-Test <b>Result Type:</b> Benchmark Met	05/22/2014 - Textbook change is being contemplated. If this happens, new test will be implemented. If not, the Public Speaking department will continue with the same plan		No Action Required
05/20/2013 - 167 of 201 (83%) scored 70% or higher on the Post-Test <b>Result Type:</b> Benchmark Met			Action Complete
05/17/2012 - 144/180 80% of the students scored 70% or higher on the Post Test. <b>Result Type:</b> Benchmark Met	05/17/2012 - This past year we made the Post Test a major score on a student's grade in hopes of their studying more for the test and to take it seriously. It does not appear that this action had any effect from last year as 81% last year scored 70% or higher. We will continue for another year to stress the importance of the test to see if the plan has any effects on scores.		Action Complete
05/23/2011 - 139 of 172: 81% of the students scored 70% or higher on the Post Test. <b>Result Type:</b> Benchmark Met	05/23/2011 - Beginning in the fall of 2012, the Post Test will count as 100 points of a student's score.		Action Plan in Progress
12/31/2010 - 72/85 - 85% of the students scored 70% or higher on the Post-Test. <b>Result Type:</b> Benchmark Met			Action Plan in Progress

**Oral Presentations**

- Speech of Introduction or Prized Possession
- Demonstration Speech
- Informative Speech
- Persuasive Speech



**Outcome:** Critical Thinking - Students will be able to evaluate accurately a presentation through the use of the oral communication rubric. This outcome connects with Kansas Core Outcomes #4 and #5. Summary for #4 - Competent listener for literal comprehension and #5 - Competent listener for critical comprehension.

**Benchmark:** 70% of the students who complete the class will be able to score accurately - structure, content, delivery - on a speech using the oral communication rubric.

**Schedule:** Near the end of each semester. Tabulations for both semesters will be completed in the spring.

Results			
Result	Action	Follow-Up	Action Status
<p>05/20/2015 - 61% scored structure accurately. 54% scored content accurately. 52% scored delivery accurately.</p> <p>This assessment is difficult to meet as many students agree that a category meets expectations at a 3 instead of the 4 level or vice versa. We do like this assessment though so we will continue it but we'll probably select a different speech in the fall of 2015.</p> <p><b>Result Type:</b> Benchmark Not Met</p>			Action Plan in Progress
<p>05/22/2014 - Structure - 114/207 55% of the students scored structure accurately. Content - 125/207 60% of the students scored content accurately. Delivery 103/207 50% of the students scored delivery accurately.</p> <p><b>Result Type:</b> Benchmark Not Met</p>	<p>05/22/2014 - Meeting the 70% benchmark is the goal but will be difficult to achieve as many items for each category are considered when scoring on the rubric. The difference between a 3 and 4 score on the rubric is rather close so some students may be afraid of giving the top score 4 in fear of thinking they may have missed something. A 3 might be considered a safe alternative for the student. We'll continue to monitor this closely for the next few years.</p>		Action Plan in Progress
<p>05/20/2013 - 97 of 174 (56%) scored structure accurately. 59 of 174 (34%) scored content accurately. 103 of 174 (59%) scored delivery accurately.</p> <p><b>Result Type:</b> Benchmark Not Met</p>	<p>05/20/2013 - When the numbers are analyzed according to meeting expectations/exceeding expectations, the 70% of our students agreeing to the above three categories (67% for structure; 89% for content; and 68% for delivery is very close to 70%. Content score though is much farther off than expected as far as matching exactly.</p> <p>After discussion with another colleague, the Speech Department will still seek the exact score for each category on the rubric , but change the expectation that 70% of the students will accurately mark the rubric on whether a speech meets or does not meet expectations.</p>		Action Plan in Progress
<p>05/17/2012 - Structure: 84/176 48% matched instructors' score exactly. 118/176 67% agreed with instructors that speech met/exceeded structure standards.</p> <p>Content: 92/176 52% matched instructors' score exactly. 155/176 88% agreed with instructors that speech met/exceeded content standards.</p> <p>Deliver: 105/176 60% matched instructors' score exactly. 124/176 71% agreed with instructors that speech met/exceeded delivery standards.</p> <p><b>Result Type:</b></p>	<p>05/17/2012 - Students overall are agreeing with instructors on whether the speech meet/exceed standards so we will continue with what we are doing. Rubric a few speeches throughout the semester and compare with one another for practice.</p>		Action Complete

Results			
Result	Action	Follow-Up	Action Status
Directional Improvement			
05/23/2011 - 71 of 151:47% scored structure exactly. 114 of 151 76% agreed that the presentation met/exceed expectations.			Action Plan in Progress
58 of 151: 38% scored content exactly. 138 of 151: 91% agreed that the content met/exceeded expectations.			
84 of 151: 56% scored delivery exactly. 108 of 151: 72% agreed that the delivery met/exceeded expectations			
<b>Result Type:</b> Benchmark Met			
12/31/2010 - 33of 69: 48% of the students matched Structure exactly. 47 of 69: 68% of all students agreed that the presentation met/exceeded expectations.			Action Plan in Progress
22 of 69: 32% matched Content exactly. 60 of 69: 87% of all students agreed that the presentation met/exceeded expectations			
38 of 69: 55% matched Delivery exactly. 42 of 69: 61% of all students agreed that the presentation met/exceeded expectations.			
<b>Result Type:</b> Benchmark Not Met			

## Indirect

### Program - Speech

**Student outline turned in before he/she speaks. Information required - topic, general purpose, specific speech purpose, main ideas, particular audiences, and research sources.**

**Outcome:** Basic knowledge to design oral presentation - Students have a basic knowledge of how to design an effective oral presentation. This outcome connects with Kansas Core Outcomes for Public Speaking #2 - The competent speaker must be able to compose a message and provide ideas and information suitable to the topic, purpose, and audience.

**Benchmark:** 70% of the students will complete the outline information accurately for the persuasive speech.

**Schedule:** Near end of each semester when persuasive speech is delivered. Tabulation for both semesters will be done at the end of the spring semester.

Results			
Result	Action	Follow-Up	Action Status
05/20/2015 - 90.6% of the students completed the outline information accurately for their final major presentation.			No Action Required
<b>Result Type:</b> Benchmark Met			

### Self-reflection paper

**Outcome:** Delivery - Presentations #2 - Students deliver oral presentations which have an effective impact on the audience. This outcome connects with Kansas Core Outcomes for Public Speaking #1, #2, #3. Summary of these three outcomes - #1 Minimum of four speeches, #2 Compose a message and provide ideas, and #3 Transmit the message by using suitable delivery skills.

**Benchmark:** 70% of the students will respond favorably about their improvement this semester.

**Schedule:** Due on the last day of class. Final tabulations will be completed in the spring.

Results			
Result	Action	Follow-Up	Action Status
05/20/2015 - 100% - All students felt they improved this semester with their speaking abilities as summarized in their essays. Good feedback. <b>Result Type:</b> Benchmark Met			No Action Required
05/22/2014 - 143/145 - 99% of the students responded favorably about their improvement. <b>Result Type:</b> Benchmark Met	05/22/2014 - Send reminders to all instructors to remind them to do this assignment.		No Action Required

**Survey to examine how much critiquing speeches helped students for their own presentations.**

**Outcome:** Critical Thinking - Students will be able to evaluate accurately a presentation through the use of the oral communication rubric. This outcome connects with Kansas Core Outcomes #4 and #5. Summary for #4 - Competent listener for literal comprehension and #5 - Competent listener for critical comprehension.

**Benchmark:** 70% of the students will respond favorably to the critique survey.

**Schedule:** Critiques throughout the semester. Survey will be completed at the end of each semester. Final tabulations will be done at the end of the spring semester.

Results			
Result	Action	Follow-Up	Action Status
05/19/2015 - 91% of the respondents responded favorably to the critique survey. <b>Result Type:</b> Benchmark Met			No Action Required
05/22/2014 - 70/83 - 85% of the students responded favorably to the critique process <b>Result Type:</b> Benchmark Met	05/22/2014 - Next year, remind instructors to complete the survey. Also, score each of the seven statements separately on the survey as some of the statements are receiving lower marks from students. This will help in analyzing the data more accurately.		Action Complete

**No Assessment Method Category specified.**

No Assessment Tools reported for this Assessment Method Category