

# General Education Outcomes

## Communication



### Goal:

Students who graduate from KCC will be able to create and interpret messages within specific contexts and multiple channels and modalities.

### Fall 2022

- Reintroduced new Gen Ed Outcomes to faculty at Inservice.
- Faculty selected outcomes for each of their courses, where applicable.



- Completed norming activity at Inservice using a few student artifacts and the rubric.
- Provided faculty with a list of their randomly sampled students.
- Faculty assessed the randomly sampled students and recorded data.



### Spring 2023



- Student Learning Committee (SLC) requested recommendations from faculty who completed assessments.
- SLC analyzed data and recommendations.
- SLC created recommendations to share with college in Fall 2023. Results will be shared with faculty at Inservice and with the college via the portal.



### Rubric Criteria

Student performance was assessed based on their ability to demonstrate:

- a **full and complete** understanding of all content and practices essential to communicating within the assigned channel and modality.
- a **reasonable** understanding of all content and practices essential to communicating within the assigned channel and modality.
- a **partial** understanding of all content and practices essential to communicating within the assigned channel and modality.
- a **minimal** understanding of the content and practices essential to communicating within the assigned channel and modality.

### Findings

A total of 93 courses across 31 different disciplines were assessed for this outcome.

398 responses were collected for this assessment.

- 38% performed at the highest level, full and complete.
- 38% performed at the reasonable level.
- 15% performed at the partial understanding level.
- 9% performed at the minimal understanding level

Overall, 76% of the students performed at or above the reasonable level, which was the target.

### Recommendations

- SLC should provide additional training regarding General Education Assessment best practices and various modes of assessing these outcomes.
- Encourage faculty to provide formative feedback early in the semester to increase the likelihood of student improvement throughout the term.
- Additional direct instruction related to the theory behind and the skills related to Communication should be offered in each course.
- Content experts in Communication Theory should provide examples and assistance to those teaching communication in their area of study.
- Increased collaboration between those teaching Communication and Student Success Center Staff. For example, Faculty could provide examples of assignments and rubrics with Tutoring Staff.
- Provide additional reading support to students to assist them in class preparation.
- Provide faculty with additional support and training related to student engagement and retention.

