

Course Assessment: 2021-22

Course: COMM 1553, Introductory Speech

Sections: Fall 21: 010, 20, 30, 40, 50

Spring 22: 010, 20, 30, 40

Instructor: Mary Steichen

Course Outcome Assessed: To complete this course successfully, the student is expected to listen to, evaluate, and critique verbal communication. Method of Assessment: Instructor first lectured on the guidelines of critiquing. This included the “do’s and don’ts” of critiquing, as well as examples of comments to avoid when providing a critique. Students were then given an assignment which entails watching a pre-recorded speeches in class (demonstration). They were instructed to take notes on what they thought went well in the speech, while also looking for areas of improvement. After the completion of the speech, the instructor led a class discussion of these areas and also provided further direction regarding the most important factors to consider when critiquing a demonstration. Results Summary: Results were positive across all course sections with the majority of students either exceeding or meeting expectations in each of the seven categories, which included in the following: 1. Began with positive statement 2. Targeted key areas for improvement 3. Organized comments in logical manner 4. Personalized comments 5. Was honest but tactful 6. Provided a specific plan of action 7. Ended with positive comment

Extremely high percentages were earned across all sections in the following categories: began with positive statement and organized comments in a logical manner. The lowest percentages common across all sections were in the following categories: personalized comments and was honest but tactful. However, these percentages were not low enough to necessitate reassessment. The majority of students in each section still either exceeded or met expectations in both of those categories.