

Oral Communication Component Area
Oral Communication Competencies
AY 2002-2003 Data
36 participant speeches

Outcome	Method of Assessment	Standard	Evaluation	Conclusion/Action
1. Recognize public speaking as a transactional process	Global assessment on 7 of 8 review criteria	Minimum score of 14 on the 7 relevant criteria	78% (49 of 63) of speeches pass	Marked improvement/ Continue progress
2. Demonstrate critical thinking in both the production and evaluation of spoken messages	Review of exam scores on items related to critical thinking	Average score of 75%	Average scores: xxx for Fall 2002 xxx for Spring 2003	/ Include critical thinking practice in course delivery and test critical thinking separately from regular exams
3. Produce organized informative and persuasive messages	Review of sample student speeches for minimal competence	Satisfactory performance on 8 evaluation criteria (average score = 16)	73% (46 of 63) of speeches pass	Marked improvement/ Continue progress
4. Demonstrate effective extemporaneous speaking skills	Review of sample student speeches for minimal competence	Satisfactory performance on 3 evaluation criteria (average score = 6)	59% (37 of 63) of speeches pass	Lower than desirable/ emphasize movement and gestures more