University Summary Report:
Oral Communication Assessment of Student Learning

September 27, 2021 v1

INTRODUCTION

Special Note about COVID

METHODS

Relevant data and university sources for Oral Communication were gathered from several relevant sources (Table 1). Additionally, colleges will integrate relevant program review data into college discussions as

Table 2. Numbers of courses assessed by college for ILO Oral Communications 2020-2021

College	Departments Represented	# Course sections Assessed
CEAS	Kinesiology	4
CBE	Management	

RESULTS

Assessment of Oral Communication Undergraduate Student Work 2020-2021

Pilot Assessment of GE A1 (Oral Communication)

Of the 57 students sampled in COMM 100 in Fall 2020, proficiency (as indicated by performance levels 3-4) in the dimension of reflexivity was achieved by 84.8% of the students; in the dimension of messaging by 89.3%; in the dimension of presentation delivery by 78.6%; in elements of rhetoric by 89.3%; and in the audience-centered approach in 90.2% of the students (see figure above). Additional analyses of inter-rater reliability and student pass rates in COMM 100 will be provided in the GE A1 Oral Communication Assessment Report that will be posted to the GE Assessment website.

Assessment of Senior Level Work for ILO Oral Communication

Figure 1. Overall assessment results for five of the seven ILO Oral Communication Categories: Purpose, Organization, Evidence, Delivery, and Language. Audience Engagement was not assessed as audience Q & A was not conducted in the samples that were collected.

Presentation Aids were assessed for presentations that students used slides.Each student work sample was

Co-curricular: Communications Laboratory

COLLEGE DISCUSSIONS

College/Unit Discussions

Led by associate deans, each college/unit will decide their own approach to reviewing meaningful results and having productive closing the loop discussions:

Possible Meeting Format

- Brief overview and purpose of wide-scale assessment
- Presentation of key critical thinking results for the college/unit
- Discussion in large or smaller groups: consider questions that fit your college/unit and record discussion results:

  First discuss results:
  - How does this information fit with our experience of students' development of oral communication skills at Cal State East Bay?
  - How do the results compare with program/college for programmatic assessment of oral communication skills?
  - What are our students' strengths?
  - What are the most noticeable gaps?

  Next, discuss possible/tentative course of action
  - What seems to be working well that we can further support for building student competency for oral communication?
  - What can we do to improve?
  - How can we better meet students' needs for building oral communication skills at critical junctures for their learning?

- Summarize key topics and possible action steps and review next steps.