Speech Communication Assessment Plan

Mission Statement
The primary mission of the program is to provide coursework for the speech requirement within the General Education Program. To a lesser extent, Speech Communication provides elective coursework in Social Sciences, Historical Perspective, and International Education areas of the General Education Program.

The program also provides coursework in support of DPI certification.

Program Goals and Objectives
The goals for the Speech Communication program include the following Student Learning Outcomes.
1. Graduates will demonstrate a conceptual knowledge of the communication process.
2. Graduates will demonstrate the ability to speak competently in a variety of settings.
3. Graduates seeking DPI certification will demonstrate skills, knowledge, and competencies for teaching speech.

Assessment Tools
The following tools are used to assess achievement of Student Learning Outcomes.
A. Extemporaneous speeches: Students are assessed through (1) rubrics developed by faculty members (sample attached), (2) subjective peer evaluation, and (3) objective and subjective self-evaluation, supplemented by video recordings of speeches.
B. Individual written assignments: Faculty assess and provide constructive criticism for thesis statements, speech outlines, visual aids, and self-reflective evaluations.
C. Written examinations: Faculty assess student knowledge of communication processes and related content through written examinations.
D. On-site observations: Faculty from the School of Education and (on occasion) the Speech Communication program observe students (seeking DPI certification) during pre-student teaching and student teaching experiences.
E. Speech Test-Out Procedure: Employing aspects of A and B above, the speech test-out procedure assesses not only student performance on speeches, but also provides feedback to the faculty teaching SPCH 1010 that their standards and assessment techniques are internally consistent with those of their peers.

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<th>ASSESSMENT MATRIX</th>
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<tr>
<td>PROGRAM GOALS</td>
<td>A</td>
<td>B</td>
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<td>1. Graduates will demonstrate a conceptual knowledge of the communication process.</td>
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<td>2. Graduates will demonstrate the ability to speak competently in a variety of settings.</td>
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