

Oral Communication

Unit Assessment Document

Goal/Outcome: *Students will meet the General Education Learning Outcomes for Oral Communication*

Objective A

Students will understand interpersonal rules, roles, and strategies in varied contexts (GELO iii).

- Assessment Method- Signature assignment, video clip and associated short answer questions, with common rubric
- Benchmark- 75% of students will meet or exceed end-of-course expectations
- Data Sources- Instructor-supplied aggregated results for all sections
- Relevant Dates- Data collection FA15; review SP16

Objective B

Students will effectively listen and adapt verbal messages to the personal, ideological, and emotional perspectives of the audience (GELO iv).

- Assessment Method- Signature assignment, video clip and associated short answer questions, with common rubric
- Benchmark- 75% of students will meet or exceed end-of-course expectations
- Data Sources- Instructor-supplied aggregated results for all sections
- Relevant Dates- Data collection FA15; review SP16

Objective C

Students will research, discover, and develop evidence-based reasoning and persuasive appeals for influencing attitudes, values, beliefs, or behaviors (GELO ii).

- Assessment Method- Signature assignment, persuasive commercial plan, with common rubric
- Benchmark- 75% of students will meet or exceed end-of-course expectations
- Data Sources- Instructor-supplied aggregated results for all sections.
- Relevant Dates- Data collection FA16; review SP17

Objective D

Students will employ effective verbal and nonverbal behaviors that support communication goals (GELO v).

- Assessment Method- Signature assignment, persuasive commercial plan, with common rubric
- Benchmark- 75% of students will meet or exceed end-of-course expectations
- Data Sources- Instructor-supplied aggregated results for all sections.
- Relevant Dates- Data collection FA16; review SP17

Objective E

Students will research, discover, and develop information resources and structure verbal messages to increase knowledge and understanding (GELO i).

- Assessment Method- Signature assignment, evaluating and selecting quality information sources, with common rubric
- Benchmark- 75% of students will meet or exceed end-of-course expectations
- Data Sources- Instructor-supplied aggregated results for all sections.
- Relevant Dates- Data collection FA17; review SP18

Objective F

Students will effectively recognize and critically evaluate the reasoning, evidence, and communication strategies of self and others. (GELO vi).

- Assessment Method- Signature assignment, evaluating and selecting quality information sources, with common rubric
- Benchmark- 75% of students will meet or exceed end-of-course expectations
- Data Sources- Instructor-supplied aggregated results for all sections.
- Relevant Dates- Data collection FA17; review SP18