

Oral Communication UAR Plan, 2025-2027

Goal/Outcome:	Students Will Meet the General Education Learning Outcomes for Oral Communication
GELO 2	Research, discover, and develop evidence-based reasoning and persuasive appeals for ethically influencing attitudes, values, beliefs, or behaviors.
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 FA26; review SP27; report FA27 Data collection FA23; review SP24; report FA20 Data collection FA20; review SP21; report FA21
Results	
Analysis	
Work Plan Element	

Goal/Outcome:	Students Will Meet the General Education Learning Outcomes for Oral Communication
GELO 4	Employ effective spoken and nonverbal behaviors that support communication goals and illustrate self-efficacy.
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 FA26; review SP27; report FA27 Data collection FA23; review SP24; report FA24 Data collection FA22; review SP23; report FA23 Data collection FA19; review SP20; report FA20
Results	
Analysis	
Work Plan Element	

Goal/Outcome:	Students Will Meet the General Education Learning Outcomes for Oral Communication
GELO 1	Research, discover, and develop information resources and structure spoken messages to increase knowledge and understanding.
Assessment Method	Signature assignment, informative speech outline, 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 FA27; review SP28; report FA28 Data collection FA24; review SP25; report FA25 Data collection FA21; review SP22; report FA22
Results	
Analysis	
Work Plan Element	

Goal/Outcome:	Students Will Meet the General Education Learning Outcomes for Oral Communication
GELO 6	Understand key theories, perspectives, principles, and concepts in the Communication discipline, as applied to oral communication.
Assessment Method	Signature assignment, evaluation of commercials utilizing logos, ethos, and pathos, 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 FA27; review SP28; report FA28 Data collection FA24; review SP25; report FA25 Data collection FA21; review SP22; report FA22
Results	
Analysis	
Work Plan Element	

Goal/Outcome:	Students Will Meet the General Education Learning Outcomes for Oral Communication
GELO 3	Adapt spoken messages to the diverse personal, ideological, and emotional needs of individuals, groups, or contexts.
Assessment Method	Signature assignment, video clip and analysis, 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 FA25; review SP26; report FA26 Data collection FA22; review SP23; report FA23 Data collection FA19; review SP20; report FA20
Results	
Analysis	
Work Plan Element	

Goal/Outcome:	Students Will Meet the General Education Learning Outcomes for Oral Communication
GELO 5	Listen in order to effectively and critically evaluate the reasoning, evidence, and communication strategies of self and others.
Assessment Method	Signature assignment, video clip and analysis, 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 FA25; review SP26; report FA26 Data collection FA20; review SP21; report FA21
Results	
Analysis	
Work Plan Element	