

UNIVERSITY OF DAYTON ASSESSMENT ACTIVITY FORM
Department of Communication Chair Kathleen Watters Date: May 10, 2004

OUTCOMES/MEASURES UTILIZED

Outcome 3 - Communication Skills

All communication majors will demonstrate an ability to communicate competently and effectively in a variety of communication contexts.

Measure 1 - All majors will deliver an informative or a persuasive speech in CMM 111 or CMM 112. Effectiveness will be based on instructor evaluations recorded on a standardized rating form. It is expected that 75% of the students will earn a minimum grade of B on their informative or persuasive speech.

Measure 2 - A review of all student internship evaluations completed by representatives of sponsoring agencies will indicate that 90% of our interns were evaluated by their supervisors as being effective at their internships."

Measure 3 - All CMM 330 communication majors will demonstrate a proficiency in the conduct of interviews. This will include an analysis of the interview proficiency and the students' ability to assemble information from sources, evaluate and prioritize the information collected. Students' ability to present the information orally and in written form will also be evaluated. It is expected that 90% of the students will earn a "C" (70% or higher).

Measure 4 - All graduating communication majors will respond to a Likert scale survey item which assess student perceptions of the impact their communication training had on their communication behavior. Item means of 4.0 or higher indicate statement agreement and outcome success.

Measure 5 - All graduating communication majors will respond to a Likert scale survey item which assess student perceptions of the impact their communication training had on their communication behavior. Item means of 4.0 or higher indicate statement agreement and outcome success.

RESULTS

Outcome 3 - Communication Skills

Measure 1 - Out of a sample of 126 communication majors completing CMM 111 & CMM 112 during the Fall 2003 and Spring 2004 semesters, 96.0% (121 of 126 students) received a grade of "B" or better on their informative or persuasive speech.

Measure 2 - A total of 47 students completed internships during the Spring 2004 semester. Forty-seven (47) of the supervisors completed the evaluation forms. Of the 47 completed surveys, 100% (47 of 47 students) were evaluated by their supervisors as being effective at their internships."

Measure 3 - Of the 26 students evaluated on their interviewing ability, 100% (26 of 26) earned a "C" or higher. The mean for interviewing effectiveness was 3.96 (note: 4.0 = A). The mean for ability to evaluate information was 3.92. The mean for written performance was 3.92.

Measure 4 - A sample of 45 students graduating in May of 2004 were asked if they agreed with the statement "Because of my communication education I am a more effective communicator." The item mean was 4.31 and the mode was 5.0

Measure 5 - A sample of 45 students graduating in May of 2004 were asked if they agreed with the statement "Because of my communication education I am able to listen to other communicators more effectively." The mean for this item was 4.2 and the mode was 4.0. A significant correlation was observed between the two items ($r = .591$, $n = 45$, $p < .001$).