

**UNIVERSITY OF DAYTON ASSESSMENT ACTIVITY FORM**  
**Department of Communication Chair Kathleen Watters Date: June 15, 2005**

**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 131 communication majors completing CMM 111 & CMM 112 during the Fall 2004 and Spring 2005 semesters, 94.6.0% (124 of 131 students) received a grade of "B" or better on their informative or persuasive speech.

**Measure 2** - Information was not provided.

**Measure 3** - Of the 71 students evaluated on their interviewing ability, 97% (69 of 71) earned a "C" or higher. The mean for interviewing effectiveness was 3.33 (note: 4.0 = A). The mean for ability to evaluate information was 3.57. The mean for written performance was 3.56.

**Measure 4** - A sample of 32 students graduating in May of 2005 were asked if they agreed with the statement "Because of my communication education I am a more effective communicator." The item mean was 4.38 and the mode was 5.0

**Measure 5** - A sample of 32 students graduating in May of 2005 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 4.34 and the mode was 5.0. A significant correlation was observed between the two items ( $r = .821$ ,  $n = 32$ ,  $p < .001$ ).