

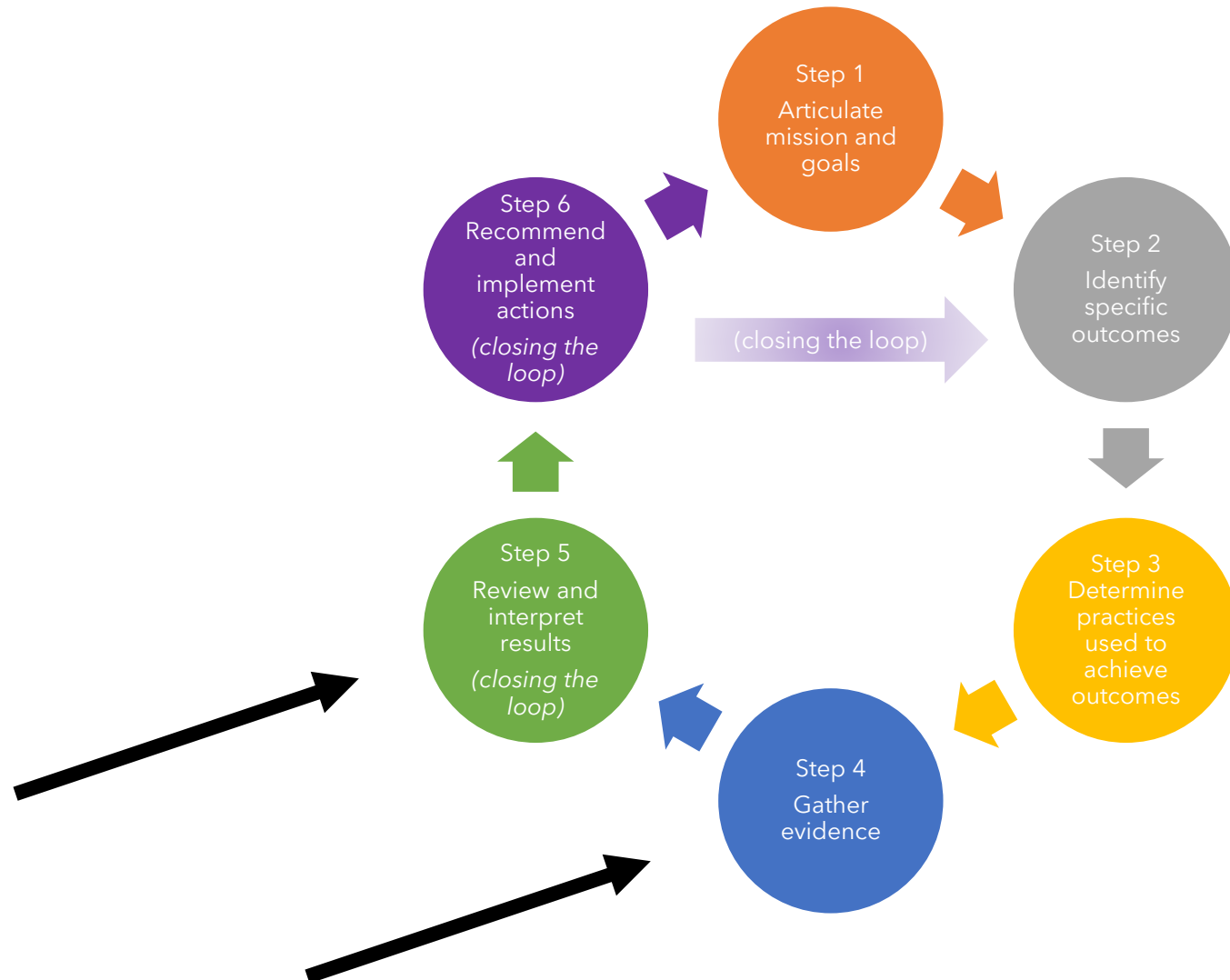
Oral Communication Assessment Report: Findings and Discussion

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Typical Assessment Process



Project motivation & design logic

- OA&PR's annual commitment
- **Goal:** understand student learning and experiences concerning their oral communication skills
- Report is key to identifying (potential) equity gaps
- Institutional & General Education (GE) learning outcome, and a WSCUC Core Competency

Data collection procedures

- **Summer and Fall 2021 Faculty Recruitment**
- **Senior-level courses**
- **Video submissions as artifacts (COVID-19 situation)**
- **Designed, developed, refined rubric (APAC & GEAC) – central message, organization, language, and delivery/platform**
- **N = 115, 11 faculty's classes across 8 Colleges**
- **Representative sample across campus**
- **Winter break: norming and scoring by faculty**

Results

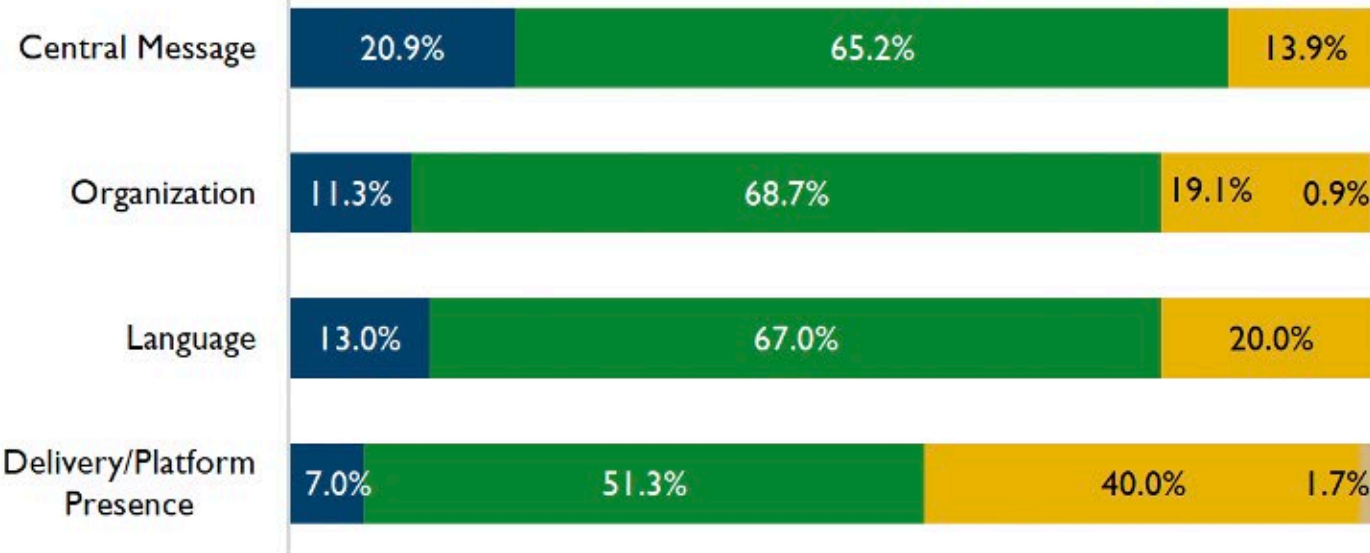
Oral Communication Rubric Scores

Advanced = 4

Proficient = 3

Developing = 2

Beginning = 1



Central Message
(strongest performance)

86.1%

Delivery/platform Presence
(greatest need for improvement)

41.7%

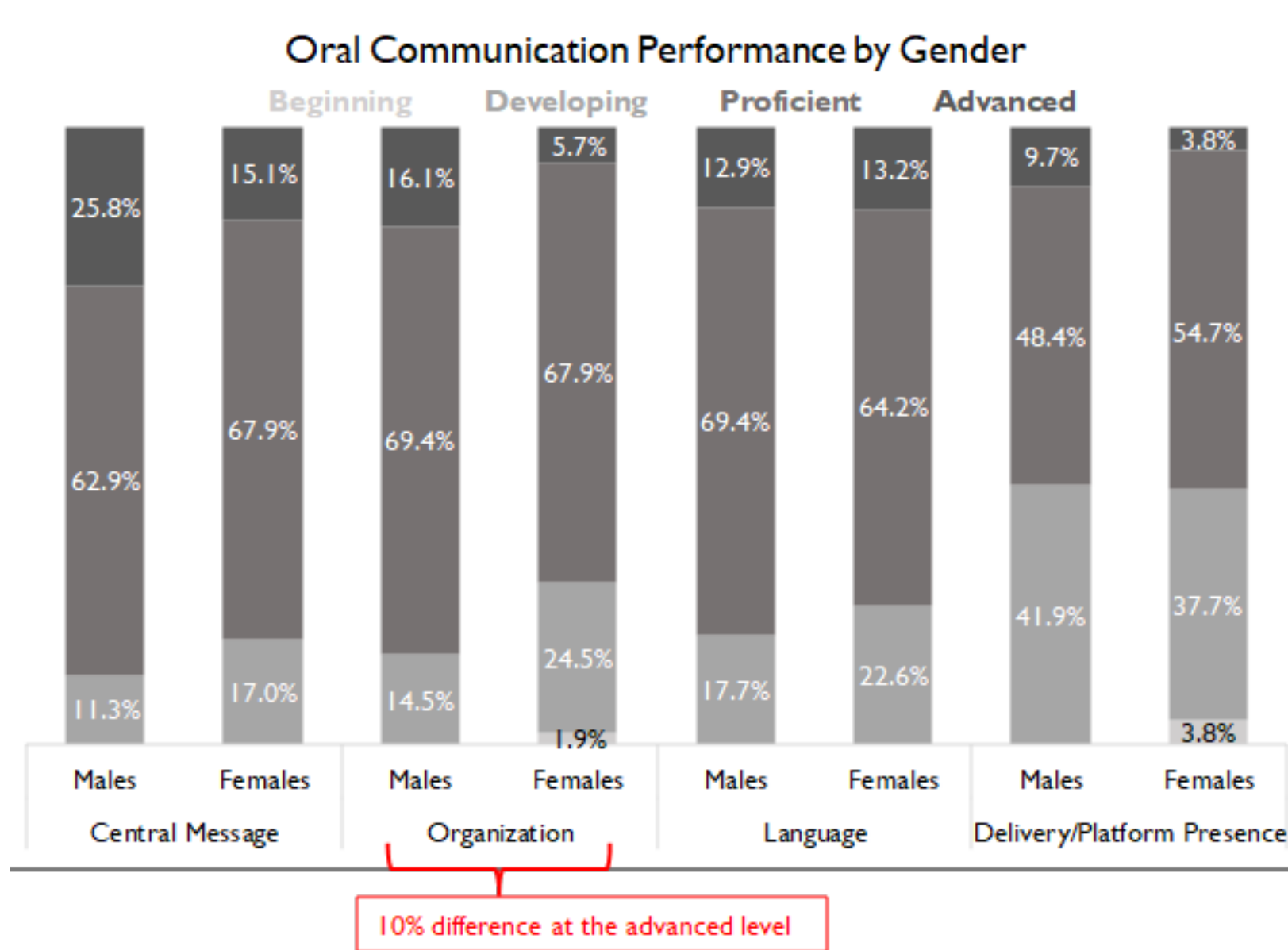
Organization*

Only criterion where
males performed
better than females

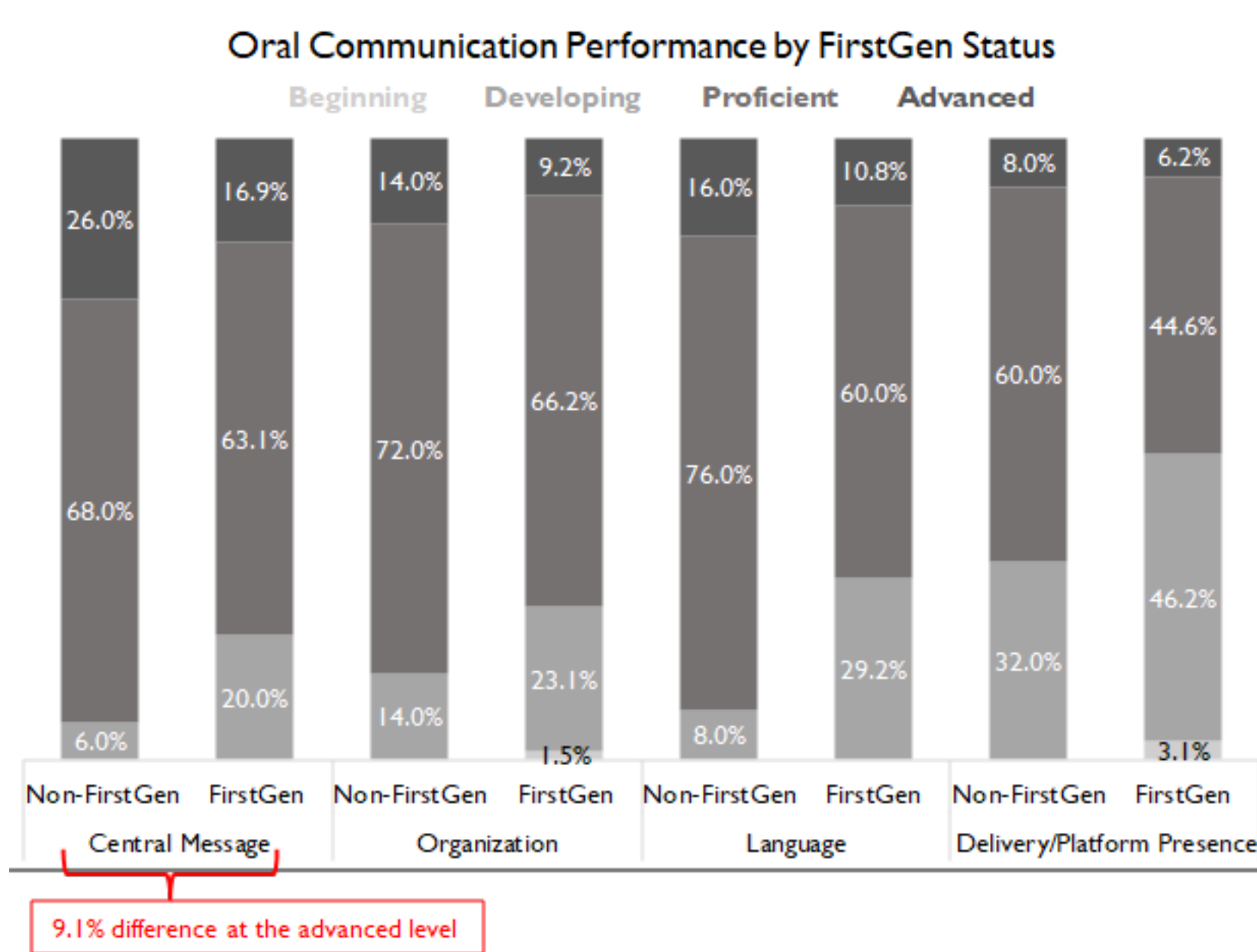
Central Message* & Language*

Non-first-generation students
performed **better** than first-
generation students

Results by Gender



Results by First Gen Status



Summary and Discussion

- **Overall picture**
- **Equity gaps**
- **The criterion of delivery platform/delivery**
- **Discussions w/ faculty, chairs, and others**
- **List of guiding questions can be provided**

Assessment Resources

<https://www.cpp.edu/assessment/assessment-tools.shtml>

Questions?

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<https://www.cpp.edu/assessment/>