UA Rich Mountain
Assessing Student Learning
Course Outcomes Report
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Spring 2024

1. **Purpose**
The Course Outcomes Report supplies information each semester regarding student learning on the course level. This report must be submitted to your division chair by the last day of the semester. Data from this report will be integrated into the annual Program Review. The Strategic Goals aligned with this report are Strategic Goal Three: Provide High Quality Education and Strategic Goal Four: Continuous Quality Improvement.

2. **Course Details**
Course Name: Speech Course #: SPC203-lec-CR1

3. **Assessed Outcome**
Course Outcome: Knowledge of oral communication theory

Related Program Outcome: Students will increase competencies in writing, reading, speaking, and listening.

Related GELO category (choose one):
- ☐ Thinking critically
- X Communicating effectively
- ☐ Using technology
- ☐ Conducting relevant research

4. **Evidence of Student Learning**
Describe the classroom activity/tools related to the **course** objective (project, discussion, essay, quiz, etc.): At the beginning of the course, students were given a pretest over the information that would be presented in this course. At the end of the course, these students were given the posttest over the same material. The objective was for students to score 70% or better. Students participated in a variety of formal and informal speaking activities, used research to gather information, created formal and informal speeches, and created written materials that followed specific guidelines.

5. **Course Data**
Number of students in your course(s) who met the course objective: 7

Total number of students in your course section(s): 12

Percent (%) of students achieving this course objective: 58

6. **Response to Data**
Will you change how you teach as a result of this assessment?

X Change(s) needed.	I will revise the pretest and posttest to ensure that it more accurately relates to course objectives. Student performance on this test did not reflect student performance in coursework or speaking activities.

***Attach <u>anonymous</u> student samples of each activity along with the grading rubric/scale.**
****Attach any meeting minutes associated with this assessment.**

/8 73%

Speech Pretest Name [redacted]

Directions: Write the letter for the correct answers in the blank provided.

a 1. In speech, **Timeliness** means

a. Meeting a deadline
b. The relevance of information to personal life space
c. Showing how information is useful now or in the near future
d. Showing how information is useful now or in the near future

a 2. To reduce speaking apprehension, speakers should view the activity as _____ rather than as _____.

a. Communication – performance
b. Performance – communication
c. Non-threatening – threatening
d. Informal – formal

b 3. When does the greatest level of speaking apprehension occur?

a. Before the speech
b. During the first minute of the speech
c. During the first three minutes of the speech
d. After the speech is over

a 4. Speech goals should be appropriate for the rhetorical situation which is made up of…

a. The speaker, the audience, and the occasion
b. The speaker, the audience, and the topic
c. The topic, the occasion, and the audience
d. The time limit, the goal of the speaker, and the importance of the outcome

Directions: Match the description with the corresponding type of listening.

C 5. Appreciative Listening

P 6. Critical Listening

A 7. Empathic Listening

E 8. Discriminative Listening

B 9. Comprehensive Listening

A. the goal is to be a sounding board to help another sort through feelings

B. the goal is to understand, remember, and recall what was said

C. the goal is to enjoy the thoughts and experiences of others

D. the goal is to evaluate the performance of another speaker

E. the goal is to evaluate the worth of a message

F. the goal is to understand the speaker's meaning conveyed in other ways than the words themselves

Directions: Ma[redacted]esponding definition.

b 10. the explicit meaning a language community formally gives a word; dictionary definition

c 11. regional variety of a language

e 12. informal, nonstandard vocabulary and nonstandard definitions assigned to words by a social group or subculture

b 13. the positive, neutral, or negative feelings or evaluations we associate with a word

d 14. unique technical terminology of a trade or profession that is not generally understood by outsiders

a. Connotation	**c. Dialect**	**e. Slang**
b. Denotation	**d. Jargon**	**f. Standard English**

Directions: Match the term with the corresponding definition.

f 15. the use of plural personal pronouns rather than singular pronouns

b 16. language that demonstrates through word choices an ethical concern for fairness and respect with regard to race, ethnicity, gender, ability, sexual orientation, and diverse worldviews

c 17. the addition of sex, race, age, or other group designations to a description

e 18. language that uses words that may apply to only one sex, race, or other group as though they represent everyone

d 19. language in which terms are changed because of the sex, race, or other group characteristics of the individual

a 20. ignoring the values, needs, and interests of certain audience members, leaving them feeling excluded from the speaking situation

a. Bias-free language	**d. Marking**
b. Generic Language	**e. Nonparallel Language**
c. Marginalizing	**f. "We" Language**

Directions: Match the term to the corresponding definition.

e 21. spoken reference to the original source of particular information at the point of presenting it during the speech

c 22. an attitude of kindness or friendliness

f 23. the extent to which a person projects an agreeable or pleasing personality

a 24. paying attention to what the speaker is saying regardless of extraneous interference

b 25. uninterested in, unconcerned about, or indifferent toward something

g 26. the relevance of information to personal life space

i 27. words or phrases that connect pieces of supporting material to the main point of subpoint they address

h 28. adapting the information in a speech so that audience members view it as important to them

j 29. the group of people the speaker most wants to persuade

d 30. The use of words and phrases to demean another person or group and to express the speaker's Hatred and prejudice toward that person or group

a. Attending	**f. Personableness**
b. Apathetic	**g. Proximity**
c. Goodwill	**h. Relevance**
d. Hate Speech	**i. Signposts**
e. Oral footnote	**j. Target Audience**

Posttest

[redacted]

SUBMITTED 4/30/24, 1:15 PM

SUBMISSION RECEIPT: 6E9CA63F52964EF48B432FE061679C44

100 / 100 Posted

1 **MULTIPLE CHOICE** (Auto-graded) 4 / 4

In speech, **Timeliness** means

A meeting a deadline

B the relevance of information to personal life space

Correct: showing how information is useful now or in the near future

Correct answer

D choosing a topic that is not out-of-date

2 **MULTIPLE CHOICE** (Auto-graded) 4 / 4

To reduce speaking apprehension, speakers should view the activity as _____ rather than _____.

Correct: communication -- performance

Correct answer

B performance -- communication

C non-threatening -- threatening

D informal -- formal

3 **MULTIPLE CHOICE** (Auto-graded) 4 / 4