

Bergen Community College Assessment Report

Assessment Report For: Communication

Assessment Cycle: 2009-2010

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Program(s), if applicable (AAS, Interdepartmental, etc.):

Speech Communication, 100

Mission/Goal statement of the department or program:

The Department of Communication, in the interest of developing responsible communities and individuals, strives to teach a diverse population of students the theories, principles, and practices of effective and ethical communication in a range of personal, public, visual and mediated contexts. The Department also seeks to prepare interested students for advanced undergraduate and graduate studies in Communication.

SEMESTER 1: Create the Assessment Plan

Learning objective being assessed:

80% of students taking Com-100 will be able to demonstrate their oral communication competence in eight skills related to content and delivery in a speech.

Core Competencies: (check as many as apply)

X Communication

X Critical Thinking

X Applied knowledge

Creativity and Aesthetic Appreciation

Means of Assessment:

Five tenure-stream and five non-tenure-stream professors will evaluate each student in their class for one graded speech using "The Competent Speaker Evaluation Form" developed by the National Communication Association. For each competency, students will be evaluated as Excellent, Satisfactory, or Unsatisfactory..

SEMESTER 2: Develop an Assessment Strategy

Criterion for success:

85% of students evaluated will receive no less than a "Satisfactory" on each of the eight competencies evaluated..

SEMESTER 3: Implement Assessment Plan & Strategy

Summary and analysis of data collected:

Five faculty participants used The Competent Speaker Form (see below), to evaluate student speeches using this rubric assessing student performance. The results were computed and it was found there was general faculty agreement 93% of the time across all categories of the eight-item rubric. 90% of students were marked as "satisfactory" or above 90% on each of the eight-category rubric. This surpassed the 80% number established earlier in the Assessment Plan.

SEMESTER 4: Reporting and Revising

Use of results:

Five faculty participants used The Competent Speaker Form to again assess student speeches. The results of this administration, along with the results obtained in the fall of 2009 will be reviewed in order to determine what items on the eight-item rubric indicate the lowest student success; attention will then be given on how student performance can be increased in those areas. The Competent Speaker Evaluation Form is found below.

The Competent Speaker Evaluation Form

Speaker's Name _____ Assignment _____

Evaluator's Name _____ Date _____

Competency	Excellent 3	Satisfactory 2	Unsatisfactory 1
1. Chooses and narrows a topic appropriately for the audience and occasion. Comments:			
2. Communicates the thesis/specific purpose in a manner appropriate for the audience and occasion. Comments:			
3. Provides appropriate supporting material based on the audience and occasion. Comments:			
4. Uses an organizational pattern appropriate to the topic, audience, occasion, and purpose. Comments:			
5. Uses language that is appropriate to the audience, occasion, and purpose. Comments:			
6. Uses vocal variety in rate, pitch, and intensity to heighten and maintain interest. Comments:			
7. Uses pronunciation, grammar, and articulation appropriate to the designated audience. Comments:			
8. Uses physical behaviors that support the verbal message. Comments:			

