

WASHTENAW COMMUNITY COLLEGE GENERAL EDUCATION ASSESSMENT PLANNING FORM

General Education Strand Assessed (check one).

- ☐ **Writing:** Develop, organize, and express thoughts in writing using Standard English.
- ☒ **Speech:** Speak in an organized and effective manner and listen critically and with comprehension.
- ☐ **Mathematics:** Understand the applications and perform computations using the concepts of college-level mathematics.
- ☐ **Natural Sciences:** Understand principles and applications of modern science.
- ☐ **Social and Behavioral Science:** Understand principles and applications of social and behavioral science in exploring the dynamics of human behavior.
- ☐ **Arts and Humanities:** Understand and apply information related to the nature and variety of the human experience through personal and cultural enrichment.
- ☐ **Critical Thinking:** Demonstrate skill in analyzing, synthesizing and evaluating.
- ☐ **Computer and Information Literacy:** Demonstrate the skill to use computer information systems including using software and the ability to locate, retrieve, and evaluate networked information.

Descriptions of strands from WCC Board Policy #3045. <http://www.wccnet.edu/trustees/policies/index.php?policy=3045>

Assessment plan:

Learning outcomes to be assessed	Assessment tool	When assessment will take place (Semester/Year and cycle of 1-3 years)	Describe population to be assessed (e.g. completing General Education course)	Number of students to be assessed (may be a number or percentage)
1. The student will prepare and deliver a researched, organized and purposeful speech.		Winter 2007		
2. The student will speak clearly, succinctly and appropriately before an audience.		Winter 2007		
3. The student will demonstrate critical and comprehensive listening through evaluating messages conveyed by others.		Winter 2007		

Scoring and analysis of assessment:

- Indicate how each of the above outcome(s) will be scored and evaluated (e.g. departmentally developed rubric, external evaluation, answer sheet, other). Attach the rubric/scoring guide.
- Indicate the standard of success to be used for this assessment.
The standard of success will be an average of 2.1 for each outcome, which is 70% of 3.
12/15/08 - Rubric revised to be 1-5, see report
- Indicate who will score and analyze the data (data must be blind-scored).

4. Explain the process for using assessment data to improve the general education strand.

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Vice President for Instruction	<u> </u>	<u> </u>	Date:	<u> </u>
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Speech Strand Report Plan

Speech Strand Definition: Speak in an organized and effective manner and listen critically and with comprehension

The COM faculty is requesting that the name of the strand be changed to Communication, which is more contemporary, used more widely in the national college and university setting, and is the term used in the professional organization, the National Communication Association. Hence, the new strand would read

Communication: Speak in an organized and effective manner and listen critically and with comprehension

Outcomes:

#1: The student will prepare and deliver a researched, organized, and purposeful speech.

#2: The student will speak clearly, succinctly, and appropriately before an audience.

#3: The student will demonstrate critical and comprehensive listening through evaluating messages conveyed by others.

Assessment Methods:

12/18/09 - Rubric revised to be 1-5, see report

Outcomes #1 & 2: The student will be asked to apply techniques, methods, or concepts by preparing and delivering a speech.

The rubric for the application will be as follows:

Preparation: 0=did not demonstrate, 1=poor-lack of skills-major and minor mistakes take away from, 2=good-demonstrates skill-minor mistakes, 3=excellent—demonstrates outstanding skill

Delivery: 0=did not demonstrate, 1=poor-lack of skills-major and minor mistakes take away from, 2=good-demonstrates skill-minor mistakes, 3=excellent—demonstrates outstanding skill

Outcome #3: The student will be asked to apply techniques, methods, or concepts by analyzing a speech.

The rubric for the application will be as follows:

Listening for comprehension and evaluation: 0=did not demonstrate, 1=poor-lack of skills-major and minor mistakes take away from, 2=good-demonstrates skill-minor mistakes, 3=excellent—demonstrates outstanding skill

Standard of success:

The standard of success will be an average of 2.1 for each outcome, which is 70% of 3.

Sampling method:

Currently, the Communication strand includes six different courses. The COM faculty believes COM 130 Introduction to Mass Communication should be added to the list of courses that fulfill the strand. (See the updated Master Syllabus). From these courses one section each will be randomly selected for the assessment. This will then total six or seven sections.

Timeline:

A first run of the assessment plan will occur winter term 2007.

Paulette Grottrian
Bonnie Grew