
2020 Fanuchanan Oral Communication Assessment Report

Office of Institutional Effectiveness
303 University Drive
UOG Station, Mangilao, GU 96923
671-735-2585
oi@triton.uog.edu
www.uog.edu/oi



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SUMMARY

In Fanuchanan (Fall) 2020, the Office of Institutional Effectiveness conducted the institutional assessment of undergraduate, upper-division, oral communication. Due to the transition towards online courses, graduating seniors were asked voluntarily to participate in the submission of self-recorded speeches. Based on a 4-point scale, the institutional average score was 3.13. The strongest criterion was Speaker's Disposition while the weakest criteria was Language and Supporting Materials.

METHODOLOGY

To measure the proficiency of oral communication skills, students were asked to submit a brief, three-to-five-minute response to one of two prompt questions. The questions were:

Option 1: What would you like your future employers to know about you that is not on your resume or grades? (10 responses)

Option 2: Describe your dream job and how your university education has prepared you for it? (20 responses)

As in the previous assessment of oral communication, the AAC&U Oral Communication Value Rubric was selected as the assessment instrument. Two raters from the communication department rated the student artifacts. The criteria for evaluation are listed below:

- Organization Pattern
- Language
- Delivery Technique
- Speaker's Disposition
- Supporting Materials
- Central Message

A total of 31 graduating seniors submitted recordings to a secure OneDrive account. To collect ratings, QuestionPro was used to develop a survey to collect rubric scores and open-ended comments from raters. The data was then imported into IBM Statistical Package for the Social Sciences (SPSS) for data analysis.

RESULTS

INSTITUTIONAL LEVEL

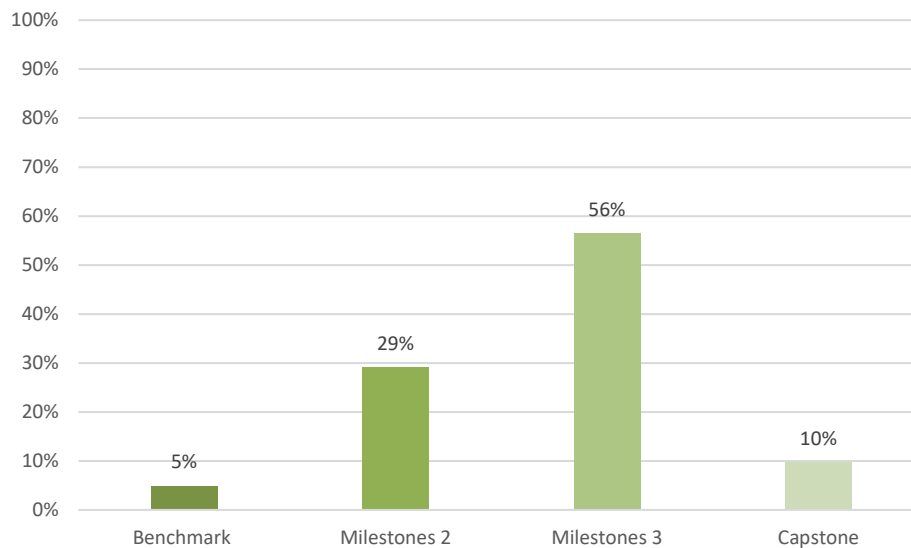
Overall, 56% graduating seniors scored at the Milestones 3 level. 10% scored at the Capstone level. Cumulatively, 66% percent performed at the Milestones 3 level or higher (See Figure 1). The overall mean score based on the four-point rubric was 3.13 (See Table 1). Based on mean scores, Speaker's Disposition ($M=3.28$) ranked the highest with Language ($M=2.98$) and Supporting Materials ($M=2.98$) ranking the lowest.

Table 1. Institutional Level Statistics

	N	OVERALL	VALUE RUBRIC CRITERIA					
			ORGANIZATION PATTERN	LANGUAGE	DELIVERY TECHNIQUE	SPEAKER'S DISPOSITION	SUPPORTING MATERIALS	CENTRAL MESSAGE
20FA	30	3.13	3.19	2.98	3.06	3.28	2.98	3.26
19FA	32	3.63	3.91	3.53	3.25	3.42	3.88	3.81

Note: The overall score reflects the average of the six individual criteria.

Figure 1. Distribution of Scores for Overall Oral Communication Levels



The percentage distributions for the individual rubric criteria are illustrated in chart form below (See Figures 2-7). The criterion with the highest percentage of artifacts rated at the capstone level is Central Message (44%). The criterion with the lowest percentage of artifacts rated at the capstone level is Language (21%).

Figure 2. Organization Pattern Distribution

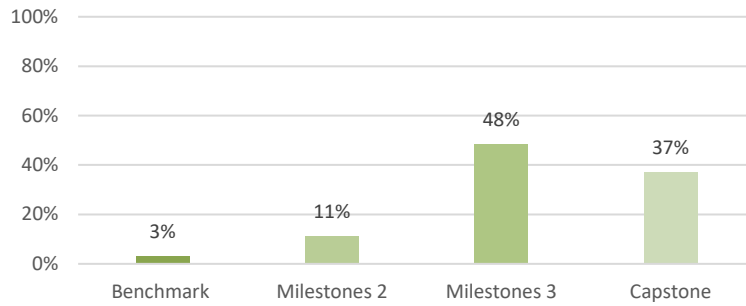


Figure 3. Language Distribution

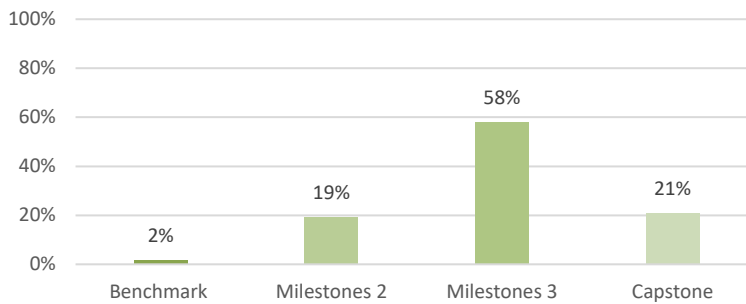


Figure 4. Delivery Technique Distribution

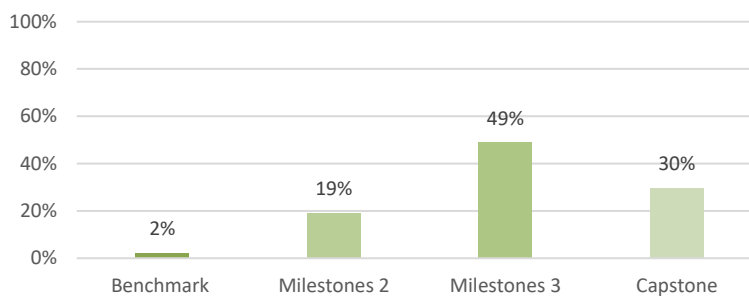


Figure 5. Speaker's Disposition Distribution

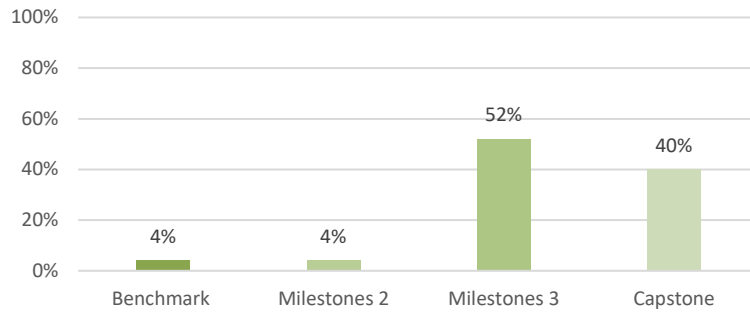


Figure 6. Supporting Materials Distribution

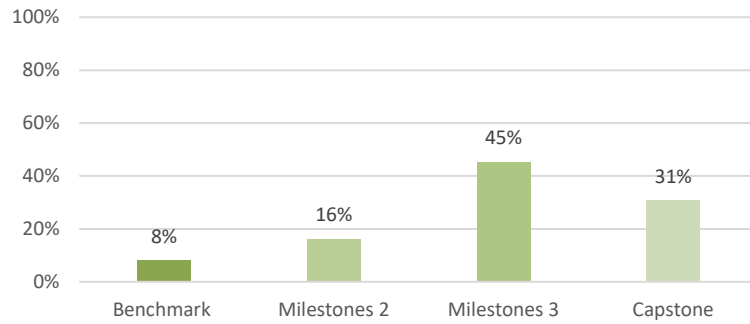
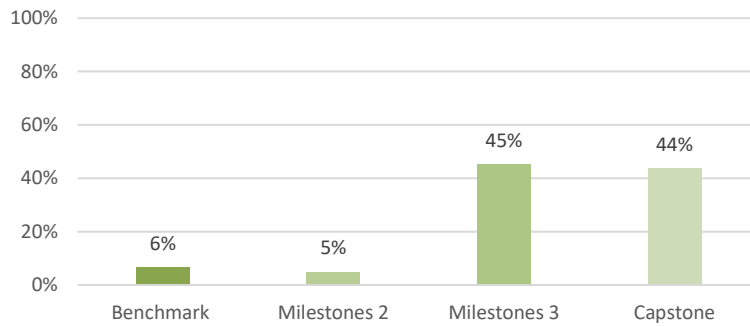


Figure 7. Central Message Distribution



COLLEGE LEVEL

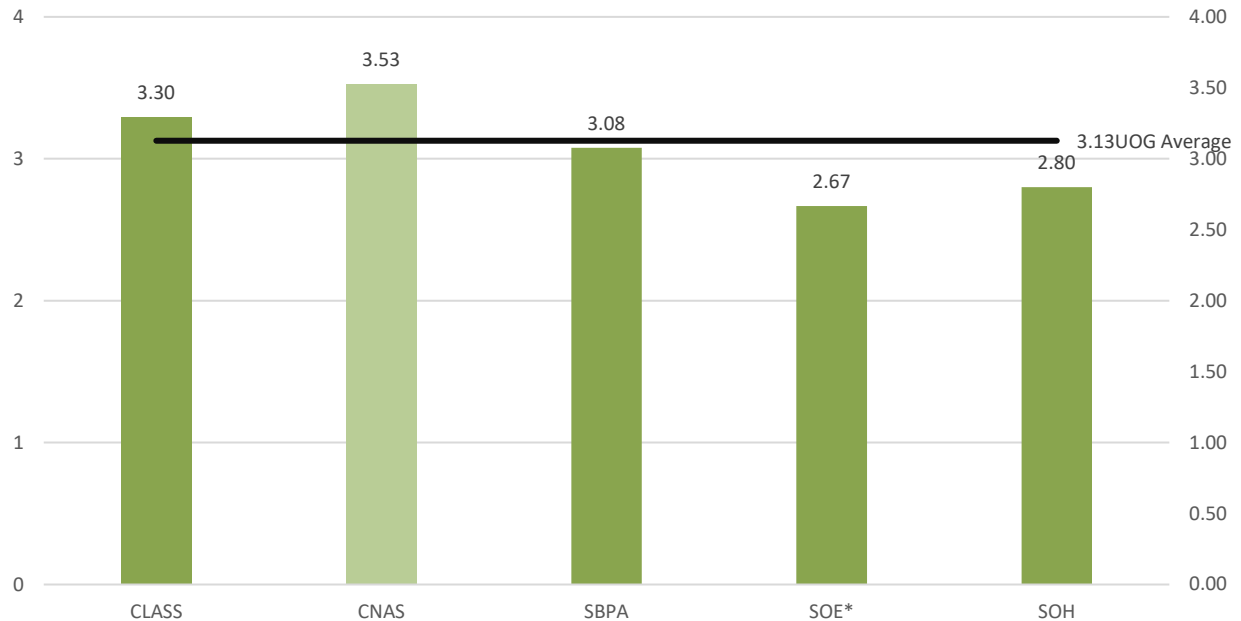
When disaggregated by college, CNAS ranked the highest, with a mean score of 3.53 (See Figure 8). SOH scored the lowest, with an average score of 2.80 (See Table 2). *

Table 2. Cross-tabulation of Criteria Scores and College

	N	OVERALL	VALUE RUBRIC CRITERIA					
			ORGANIZATION PATTERN	LANGUAGE	DELIVERY TECHNIQUE	SPEAKER'S DISPOSITION	SUPPORTING MATERIALS	CENTRAL MESSAGE
CLASS	7	3.30	3.43	3.29	3.17	3.42	3.00	3.47
CNAS	3	3.53	3.67	3.33	3.50	3.67	3.33	3.67
SBPA	16	3.08	3.16	2.84	3.05	3.22	2.97	3.23
SOE*	1	2.67	3.00	3.00	2.00	2.50	2.50	3.00
SOH	3	2.80	2.67	2.67	2.60	3.20	2.83	2.83
UOG TOTAL	30	3.13	3.19	2.98	3.06	3.28	2.98	3.26

Notes: The overall score reflects the average of the six individual criteria. *SOE results consist of one student submission and should not be used for comparison.

Figure 8. Average Scores by College



*SOE results reflect one student submission and should not be used for comparison.

LIMITATIONS

- This study does not reflect all undergraduate programs/colleges at the University.
- Since the number of submissions was low, disaggregation at the program level was not conducted.
- The sample in this study is not an exact representation of the total graduating senior population due to not having participation from all colleges/programs.
- Although qualitative open-ended responses were collected for each artifact, they were not included in the analysis.
- Although this study allows OIE to assess oral communication proficiency near graduation, it does not measure student growth over time while at UOG.

CONCLUSION

Overall, 66% of graduating seniors scored at the Milestones 3 level or higher. CNAS ranked the highest out of the four colleges who participated. Based on mean scores, the oral communication competency strength of graduating seniors is Speaker's Disposition. The largest weaknesses identified are Language and Supporting Materials.