2022 Fanomnakan Oral Communication Assessment Report

Assessing Graduating Seniors

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SUMMARY

In Fanomnakan (Spring) 2022, the Office of Institutional Effectiveness conducted the institutional assessment of undergraduate oral communication skills. Due to the COVID-19 pandemic, seniors were to participate in the submission of self-recorded speeches as an administrative requirement for graduation. Results from the assessment indicate that the strongest criterion was *Central Message*. The weakest criteria were *Language* and *Delivery Technique*.

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? (30% responded to this prompt)

Option 2: Describe your dream job and how your university education has prepared you for it? (70% responded to this prompt)

As with the previous assessment of oral communication, the AAC&U (American Association of Colleges and Universities) Oral Communication Value Rubric was selected as the assessment instrument. Two faculty raters from Communication rated a sampling of 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 271 graduating seniors submitted recordings to a secure OneDrive account. To compile ratings, QuestionPro was used to develop a survey to collect rubric scores and open-ended comments from raters. A sample 50 recordings was selected using random stratified sampling. Recordings were grouped by academic program and then randomly selected to match the proportion of the number of graduating seniors by program to that of the entire graduating population.

RESULTS

INSTITUTIONAL LEVEL

At the institutional level, *Central Message* was the strongest criterion with 73% of rated artifacts at the capstone level. Conversely, *Language & Delivery Technique* was the weakest criterion with 58% rated at the capstone level (Table 1).
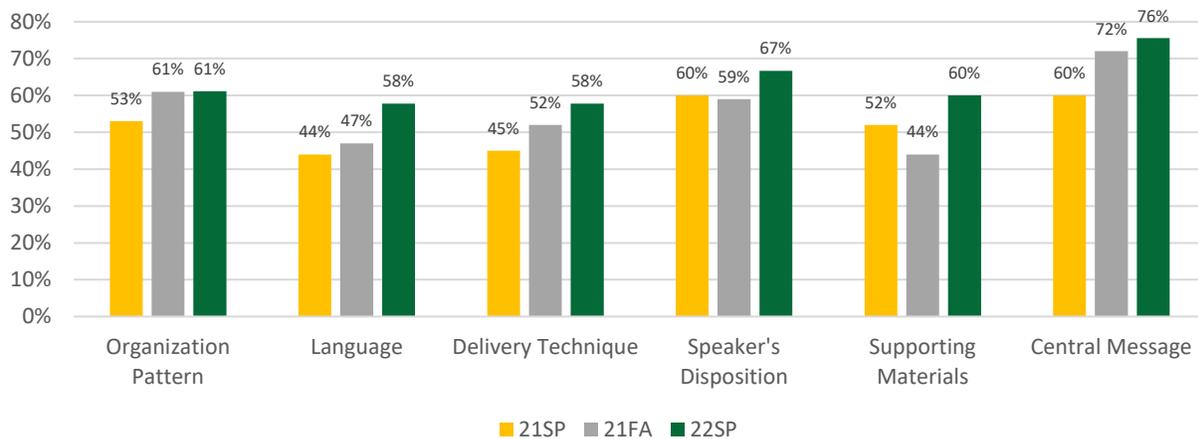
Table 1. Percentage Distribution of Rubric Criteria

	N	Capstone Level	Milestones 3	Milestones 2	Meets Benchmark
Organization Pattern	50	61%	34%	4%	0%
Language	50	58%	34%	8%	0%
Delivery Technique	50	58%	34%	8%	0%
Speaker's Disposition	50	67%	30%	3%	0%
Supporting Materials*	50	60%	33%	4%	2%
Central Message	50	76%	22%	2%	0%

Note: N refers to the number of student artifacts rated. Due to the nature of student self-recording, the propensity for students to include supporting materials may be less than if students had presented in-person as was done prior to COVID-19.

When comparing 2022 Fanomnakan results to that of the prior 2 semesters, the proficiency of oral communication skills has improved in 5 out of 6 criteria at the capstone level.

Chart 1. Three Semester Trend Analysis of Capstone Level Criteria

COLLEGE LEVEL

When disaggregated by college, CLASS received the highest ratings in all six rubric criteria categories (*Organization Pattern, Language, Delivery Technique, Speaker's Disposition, Supporting Materials, and Central Message*).

Note: The School of Engineering was excluded from reporting due to only having 1 student artifact rated. Due to the low sample size, the results are too few to report.

Table 2.1 Percentage Distribution of Organization Pattern by College

	N	Capstone Level	Milestones 3	Milestones 2	Meets Benchmark
CLASS	6	86%	14%	0%	0%
CNAS	11	63%	32%	5%	0%
SBPA	15	45%	41%	14%	0%
SOE	6	67%	33%	0%	0%
SOH	11	82%	14%	5%	0%
UOG TOTAL	50	64%	29%	7%	0%

Table 2.2 Percentage Distribution of Language by College

	N	Capstone Level	Milestones 3	Milestones 2	Meets Benchmark
CLASS	6	100%	0%	0%	0%
CNAS	11	53%	26%	21%	0%
SBPA	15	48%	45%	7%	0%
SOE	6	50%	50%	0%	0%
SOH	11	64%	32%	5%	0%
UOG TOTAL	50	58%	34%	8%	0%

Table 2.3 Percentage Distribution of Delivery Technique by College

	N	Capstone Level	Milestones 3	Milestones 2	Meets Benchmark
CLASS	6	71%	29%	0%	0%
CNAS	11	47%	47%	5%	0%
SBPA	15	48%	38%	14%	0%
SOE	6	67%	33%	0%	0%
SOH	11	68%	23%	9%	0%
UOG TOTAL	50	58%	34%	8%	0%

Table 2.4 Percentage Distribution of Speaker's Disposition by College

	N	Capstone Level	Milestones 3	Milestones 2	Meets Benchmark
CLASS	6	86%	14%	0%	0%
CNAS	11	58%	42%	0%	0%
SBPA	15	62%	28%	10%	0%
SOE	6	58%	42%	0%	0%
SOH	11	77%	23%	0%	0%
UOG TOTAL	50	67%	30%	3%	0%

Table 2.5 Percentage Distribution of Supporting Materials by College

	N	Capstone Level	Milestones 3	Milestones 2	Meets Benchmark
CLASS	6	100%	0%	0%	0%
CNAS	11	47%	42%	11%	0%
SBPA	15	38%	52%	3%	7%
SOE	6	58%	42%	0%	0%
SOH	11	86%	9%	5%	0%
UOG TOTAL	50	60%	33%	4%	2%

Table 2.6 Percentage Distribution of Central Message by College

	N	Capstone Level	Milestones 3	Milestones 2	Meets Benchmark
CLASS	6	100%	0%	0%	0%
CNAS	11	63%	37%	0%	0%
SBPA	15	62%	31%	7%	0%
SOE	6	75%	25%	0%	0%
SOH	11	95%	5%	0%	0%
UOG TOTAL	50	76%	22%	2%	0%

PROGRAM LEVEL

For this semester, results were disaggregated at the program level. With the sample size of 50, many programs have 2 or less student artifacts. For this reason, program level data should not be used for comparative purposes against other programs. Additionally, the data provided reflects 2 ratings per artifact, therefore, there may be instances where there is only one student that was rated at 2 different levels.

Table 3.1 Percentage Distribution of Organization Pattern by Program

	N	CAPSTONE LEVEL	MILESTONES 3	MILESTONES 2	MEETS BENCHMARK
ACCOUNTING	3	50%	33%	17%	0%
BIOLOGY	6	75%	17%	8%	0%
BUSINESS ADMINISTRATION	7	64%	29%	7%	0%
CRIMINAL JUSTICE	4	0%	75%	25%	0%
ELEMENTARY EDUCATION	3	67%	33%	0%	0%
NURSING	7	86%	14%	0%	0%
SECONDARY EDUCATION	3	67%	33%	0%	0%
UOG Total	50	64%	29%	7%	0%

Table 3.2 Percentage Distribution of Language by Program

	N	CAPSTONE LEVEL	MILESTONES 3	MILESTONES 2	MEETS BENCHMARK
ACCOUNTING	3	67%	17%	17%	0%
BIOLOGY	6	67%	25%	8%	0%
BUSINESS ADMINISTRATION	7	71%	29%	0%	0%
CRIMINAL JUSTICE	4	0%	88%	13%	0%
ELEMENTARY EDUCATION	3	33%	67%	0%	0%
NURSING	7	64%	36%	0%	0%
SECONDARY EDUCATION	3	67%	33%	0%	0%
UOG Total	50	58%	34%	8%	0%

Table 3.3 Percentage Distribution of Delivery Technique by Program

	N	CAPSTONE LEVEL	MILESTONES 3	MILESTONES 2	MEETS BENCHMARK
ACCOUNTING	3	50%	33%	17%	0%
BIOLOGY	6	67%	25%	8%	0%
BUSINESS ADMINISTRATION	7	79%	21%	0%	0%
CRIMINAL JUSTICE	4	0%	63%	38%	0%
ELEMENTARY EDUCATION	3	50%	50%	0%	0%
NURSING	7	71%	29%	0%	0%
SECONDARY EDUCATION	3	83%	17%	0%	0%
UOG Total	50	58%	34%	8%	0%

Table 3.4 Percentage Distribution of Speaker's Disposition by Program

	N	CAPSTONE LEVEL	MILESTONES 3	MILESTONES 2	MEETS BENCHMARK
ACCOUNTING	3	67%	17%	17%	0%
BIOLOGY	6	75%	25%	0%	0%
BUSINESS ADMINISTRATION	7	93%	7%	0%	0%
CRIMINAL JUSTICE	4	0%	75%	25%	0%
ELEMENTARY EDUCATION	3	33%	67%	0%	0%
NURSING	7	86%	14%	0%	0%
SECONDARY EDUCATION	3	83%	17%	0%	0%
UOG Total	50	67%	30%	3%	0%

Table 3.5 Percentage Distribution of Supporting Materials by Program

	N	CAPSTONE LEVEL	MILESTONES 3	MILESTONES 2	MEETS BENCHMARK
ACCOUNTING	3	50%	33%	0%	17%
BIOLOGY	6	50%	42%	8%	0%
BUSINESS ADMINISTRATION	7	57%	43%	0%	0%
CRIMINAL JUSTICE	4	0%	75%	13%	13%
ELEMENTARY EDUCATION	3	50%	50%	0%	0%
NURSING	7	86%	14%	0%	0%
SECONDARY EDUCATION	3	67%	33%	0%	0%
UOG Total	50	59%	35%	4%	2%

Table 3.6 Percentage Distribution of Central Message by Program

	N	CAPSTONE LEVEL	MILESTONES 3	MILESTONES 2	MEETS BENCHMARK
ACCOUNTING	3	67%	17%	17%	0%
BIOLOGY	6	83%	17%	0%	0%
BUSINESS ADMINISTRATION	7	86%	14%	0%	0%
CRIMINAL JUSTICE	4	25%	63%	13%	0%
ELEMENTARY EDUCATION	3	50%	50%	0%	0%
NURSING	7	100%	0%	0%	0%
SECONDARY EDUCATION	3	100%	0%	0%	0%
UOG Total	50	75%	23%	2%	0%

RECOMMENDATIONS

Due to the low sample size of 50 recordings, a large percentage of programs include 1 or 2 recordings in the analyses. This low number of recordings per program make comparisons of oral communication results at the program level less reliable due to potential bias. Increasing the sample size per program will allow for a more accurate comparison of program performance and will lead to the inclusion of more programs in the program-level section of the final report. Rating the entire population of graduating seniors will yield stronger assessment results and allow for enhanced opportunities for addressing oral communication deficiencies.

CONCLUSION

At the institutional level, *Central Message* was the strongest criterion while *Language* and *Delivery Technique* were the weakest criterion. When comparing results to the past 2 semesters, UOG improved in all criteria except for Organization Pattern, which remained at the same level from the past semester. When disaggregated at the college level, graduating seniors from CLASS had the strongest oral communication proficiencies with the highest scores in 6 out of 6 rubric categories.