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# 2019 Fanomnakan Oral Communication Assessment Report

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## **2019 Fanomnakan Oral Communication Assessment Report**

### **SUMMARY**

In Fanomnakan (Spring) 2019, the Office of Institutional Effectiveness conducted the first institutional assessment of undergraduate, upper-division, oral communication. A total of 12 programs from four colleges participated in this assessment. Capstone presentations held during the Fanomnakan (Spring) 2019 semester were used to assess oral communication. Based on a 4-point scale, the institutional average score was 3.59. The strongest criterion was Supporting Materials while the weakest criterion was Delivery Technique.

### **METHODOLOGY**

To measure the proficiency of oral communication skills, capstone presentations held during the Fanomnakan (Spring) 2019 semester were used to assess oral communication. The AAC&U Oral Communication Value Rubric was selected as the assessment instrument. Two raters were chosen for the assessment and participated in a calibration exercise to test the reliability of the rubric. The criteria for evaluation are listed below:

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

OIE staff, in conjunction with TADEO staff, recorded student 78 capstone presentations. 45 presentations were then uploaded to a secure server. Links were generated for raters to access and view the recordings. To collect ratings, Qualtrics 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

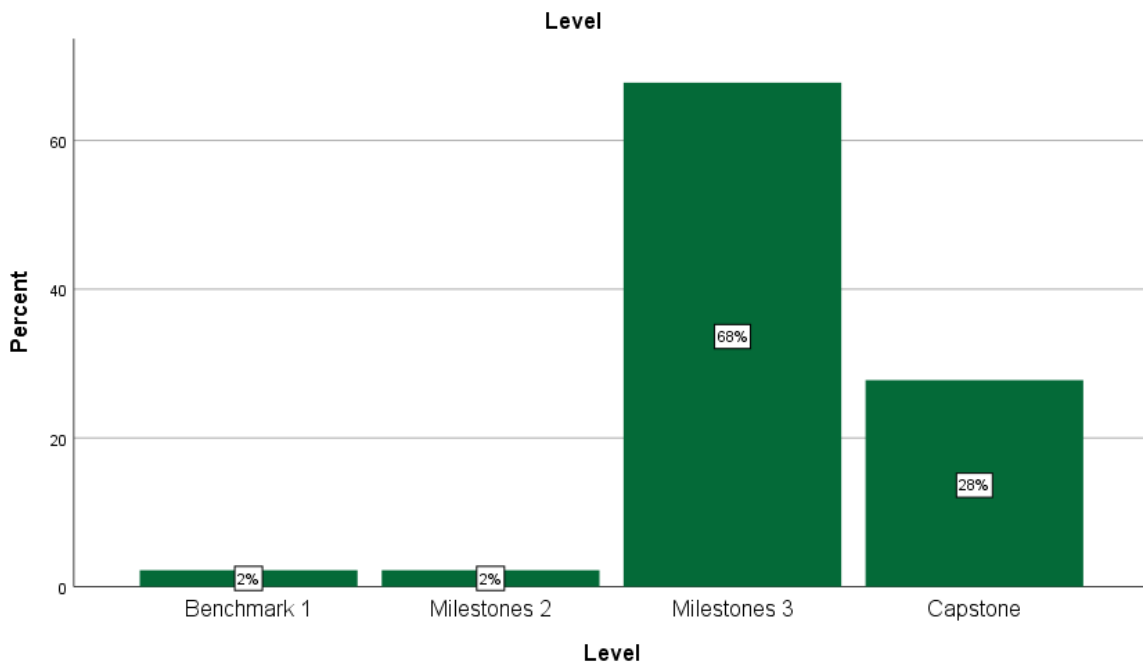
Overall, 68% graduating seniors scored at the Milestones 3 level. 28% scored at the Capstone level. Cumulatively, 96% percent performed at the Milestones 3 level or higher (See Figure 1). The overall mean score based on the four-point rubric was 3.59 (See Table 1). Based on mean scores, Supporting Materials ( $M=3.86$ ) ranked the highest with Delivery Technique ( $M=3.17$ ) ranking the lowest.

*Table 1.* Institutional Level Statistics

Program	N	OVERALL SCORE	VALUE RUBRIC CRITERIA					
			ORGANIZATION PATTERN	LANGUAGE	DELIVERY TECHNIQUE	SPEAKER'S DISPOSITION	SUPPORTING MATERIALS	CENTRAL MESSAGE
UOG TOTAL	45	3.59	3.83	3.63	3.17	3.30	3.86	3.74

*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 Organization Pattern (89%). The criteria with the lowest percentage of artifacts rated at the capstone level are delivery technique (41%) and speaker's disposition (41%).

Figure 2. Organization Pattern Distribution

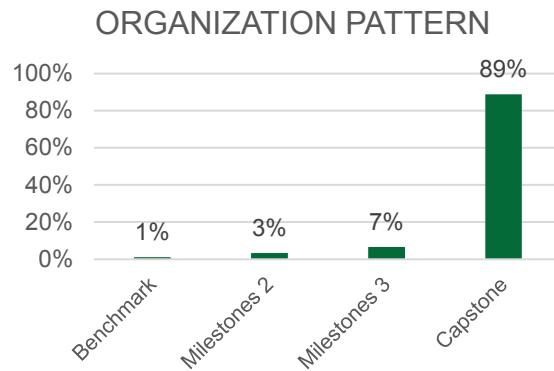


Figure 3. Language Distribution

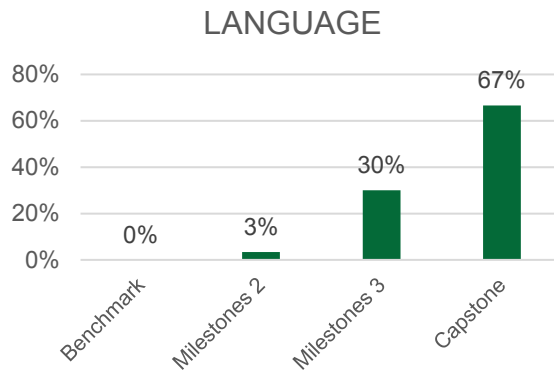


Figure 4. Delivery Technique Distribution

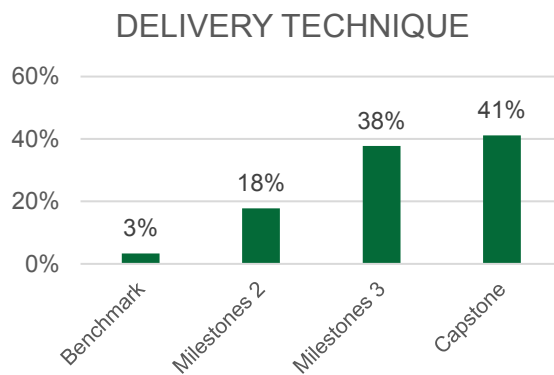


Figure 5. Speaker's Disposition Distribution

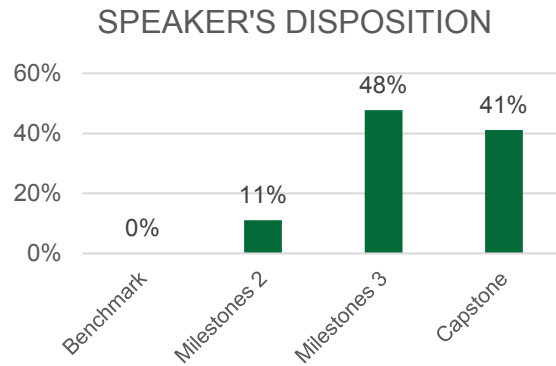


Figure 6. Supporting Materials Distribution

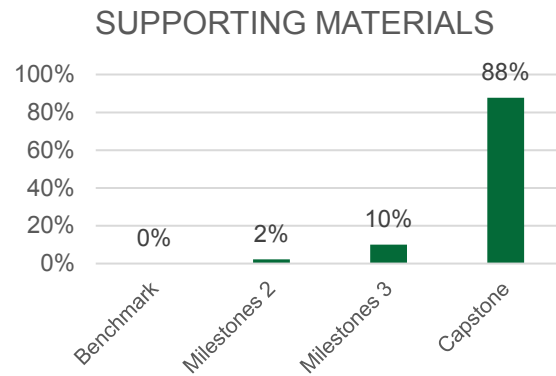
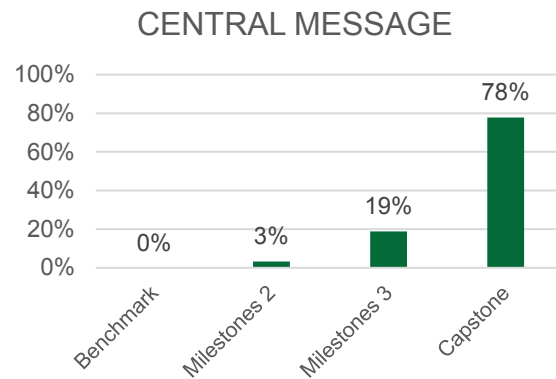


Figure 7. Central Message Distribution



## COLLEGE LEVEL

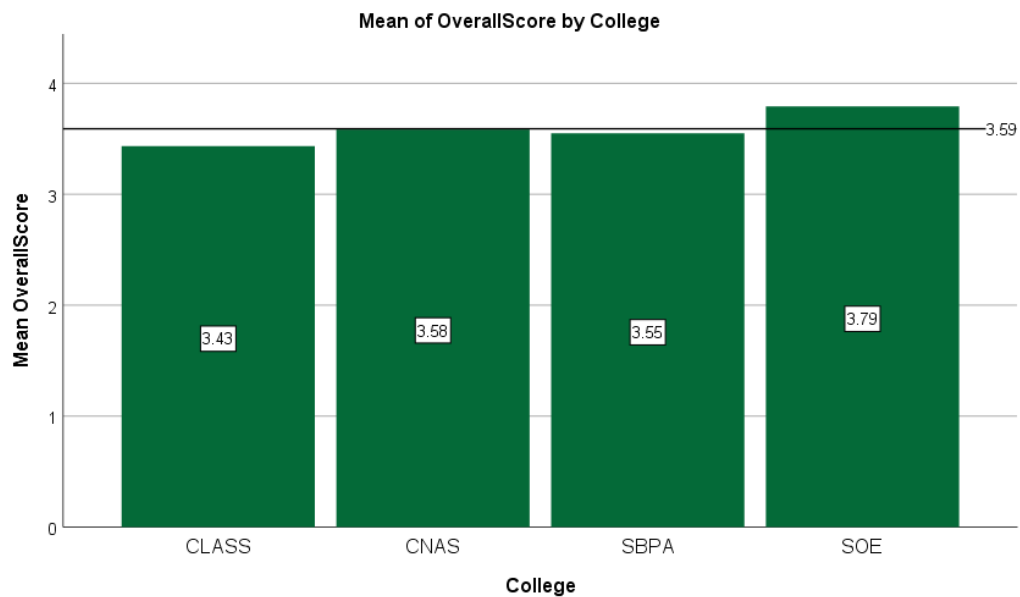
When disaggregated by college, the School of Education ranked the highest and was the only college to score above the institutional average (See Figure 8). The College of Liberal Arts & Social Sciences scored the lowest, with an average score of 3.43 (See Table 2).

Table 2. Cross-tabulation of Criteria Scores and College

College	N	%	OVERALL SCORE	VALUE RUBRIC CRITERIA					
				ORGANIZATION PATTERN	LANGUAGE	DELIVERY TECHNIQUE	SPEAKER'S DISPOSITION	SUPPORTING MATERIALS	CENTRAL MESSAGE
SOE	10	22%	3.79	4.00	3.70	3.45	3.65	4.00	3.95
CNAS	15	33%	3.58	3.90	3.73	3.00	3.23	3.97	3.67
SBPA	10	22%	3.55	3.75	3.55	3.30	3.25	3.75	3.70
CLASS	10	22%	3.43	3.65	3.50	3.00	3.10	3.65	3.70
UOG TOTAL	45	100%	3.59	3.83	3.63	3.17	3.30	3.86	3.74

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

Figure 8. Average Scores by College



## PROGRAM LEVEL

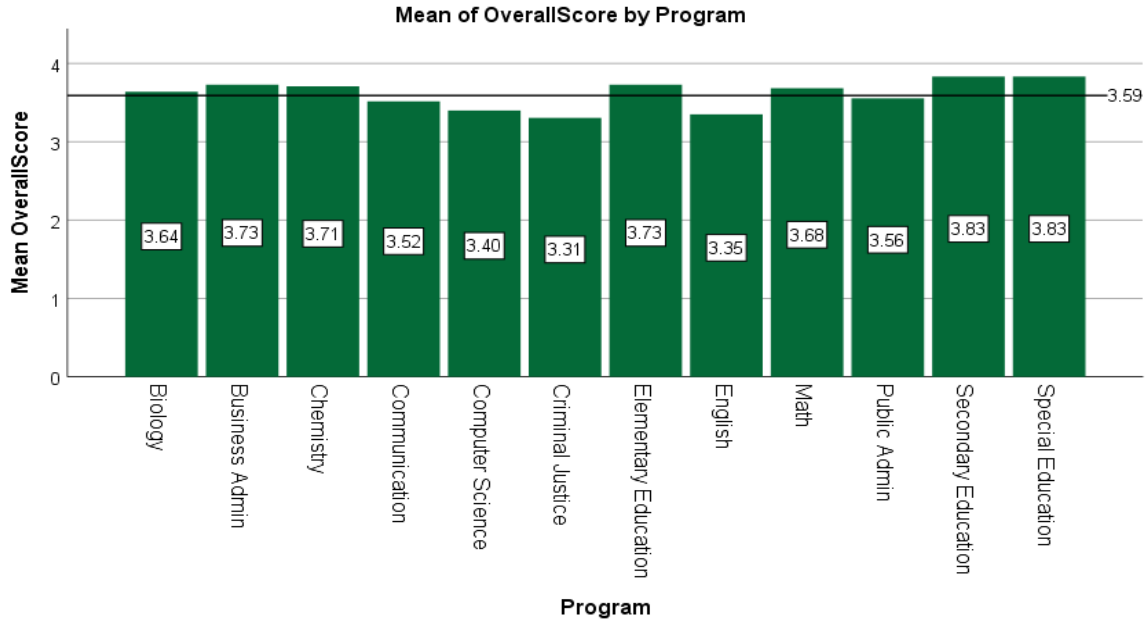
The mean scores for individual programs in relation to the institution average are displayed in figure 3. The top performing programs were Secondary Education ( $M=3.83$ ), Special Education ( $M=3.83$ ), Elementary Education ( $M=3.73$ ), and Business Administration ( $M=3.73$ ) as presented in Table 3. Figure 9 illustrates the individual program results to the institutional average.

*Table 3. Cross-tabulation of Criteria Scores and Program*

Program	N	%	OVERALL SCORE	VALUE RUBRIC CRITERIA					
				ORGANIZATION PATTERN	LANGUAGE	DELIVERY TECHNIQUE	SPEAKER'S DISPOSITION	SUPPORTING MATERIALS	CENTRAL MESSAGE
Secondary Education	3	7%	3.83	4.00	3.67	3.67	3.67	4.00	4.00
Special Education	3	7%	3.83	4.00	4.00	3.33	3.67	4.00	4.00
Business Administration	4	9%	3.73	3.75	3.75	3.63	3.50	3.88	3.88
Elementary Education	4	9%	3.73	4.00	3.50	3.38	3.63	4.00	3.88
Chemistry	2	4%	3.71	4.00	3.50	3.50	3.25	4.00	4.00
Math	5	11%	3.68	3.80	3.90	3.30	3.40	3.90	3.80
Biology	3	7%	3.64	4.00	3.83	3.00	3.17	4.00	3.83
Public Administration	3	7%	3.56	3.67	3.50	3.50	3.33	3.50	3.83
Communication	5	11%	3.52	4.00	3.50	3.00	3.00	3.70	3.90
Computer Science	5	11%	3.40	3.90	3.60	2.50	3.10	4.00	3.30
English	5	11%	3.35	3.30	3.50	3.00	3.20	3.60	3.50
Criminal Justice	3	7%	3.31	3.83	3.33	2.67	2.83	3.83	3.33
<b>UOG TOTAL</b>	<b>45</b>	<b>100%</b>	<b>3.59</b>	<b>3.83</b>	<b>3.63</b>	<b>3.17</b>	<b>3.30</b>	<b>3.86</b>	<b>3.74</b>

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

Figure 9. Average Scores by Program



### LIMITATIONS

- This study does not reflect all undergraduate programs/colleges at the University.
- Recordings included group presentations which make individual student assessments difficult.
- The sample in this study is not an exact representation of the total graduating senior population.
- Although qualitative open-ended responses were collected for each artifact, they were not included in the analysis.
- Although this pilot study allowed OIE to assess oral communication proficiency near graduation, it does not measure student growth over time while at UOG.

### CONCLUSION

Overall, 96% of graduating seniors scored at the Milestones 3 level or higher. School of Education ranked the highest out of the four colleges who participated. Based on mean scores, the oral communication competency strengths of graduating seniors are Organization Pattern and Supporting Materials. The largest weaknesses identified are Speaker’s Disposition and Delivery Technique.