

# **Speech Communication Department**

## **Assessment Plan May 2007**

The goal of the assessment plan of the Speech Communication Department is to provide faculty with on-going and meaningful information to help improve learning outcomes. The following assessment procedures are used:

### **1. Evaluation of Public speaking**

Informative and persuasive speech presentations by student in the Public Speaking course (SPCM 100) are regularly evaluated by using specially design evaluation rubrics

### **2. Evaluation of Intercultural Communication Theory Essays**

Essays written in the Intercultural Communications Class (SPCM 220) are evaluated for theory and application using a rubric on a regular basis

### **3. Senior Project papers and presentations**

Senior projects, as the culminating activity, are presented orally and in writing, and are evaluated using rubrics on an on-going basis

### **4. Adjudication accreditation Exam**

At the end of each semester, all debaters take the Adjudication Accreditation Exam, a standard exam developed by the World University Debating Championships that assesses mastery of debating theory and rules and the ability to apply the rules

### **5. Senior exit survey**

Senior exit surveys are administered at the end of every semester to students who have enrolled in the Senior Project seminar

### **6. Alumni Survey**

Alumni are surveyed every five years at the time of the program review

### **7. Focus groups**

At the time of the program review majors and debaters participate in focus groups to provide feedback about the program in term of capacity, resources and learning outcomes