**Name of Assessment Project:** Sample: Public Speaking Seminar Pre/Post-Test

**Name(s) of Person(s) Responsible for Assessment Project:** Asst Vice Chancellor (Gary Ratcliff)

**Email Address:** grratcliff@ucsd.edu

**Phone Number:** (858)534-4672

**Program, Service, or Event Related to Assessment Project**
This assessment project is linked to the quarterly Public Speaking Seminars offered by CSI-Communication and Leadership. Each quarter there are 2-3 sections of the seminars, and each section meets for nine weeks. The sections are available to all undergraduate and graduate students paying fees.

**Assessment Project Description**
The main purpose of the assessment project is to assess student learning and confidence in public speaking. Confidence levels are assessed by comparing students’ pre-test responses to post-test results. The post-test also includes questions that gauge student satisfaction, and provides the opportunity for students to give suggestions. The results of this project will be used to improve the program, and to demonstrate the value of the Public Speaking Seminars.

**Unit/Program Specific Goals and Learning Outcomes**
As a result of participating in the Public Speaking Seminars, students will be able to:

- Demonstrate increased confidence in delivering speeches and presentations
- Outline content using a presentation structure appropriate to the assigned speech
- Produce visual aid that complements speech content and is simple, professional, clear and consistent
- Apply knowledge of verbal and nonverbal communication skills in the delivery of presentations
- Describe the impact of verbal and nonverbal behaviors on audience members through in-class group discussions

**Relationship to Student Affairs Learning Outcomes:** Communicate Effectively

| Assessment Project Start: | 7/1/2012 |
| Assessment Project End: | 6/30/2013 |

**Population/Sample**
All participants in the Public Speaking Seminars are assessed.

| Type of Assessment: | Student learning outcomes and/or behavioral outcomes, Benchmarking |
| Assessment Methods: | Surveys |

**Data Collection Tools**
Campus Labs is used to distribute both tests.
Data Analysis Methods

Data will be analyzed using Campus Labs, and will be compared to the results of this assessment from previous quarters.

Presentation of Findings

Results of this assessment will be shared with CSI-Communication and Leadership staff to improve the program. Results may also be shared with the Student Fee Advisory Committee.

Progress: ✓ 100%

Link to Assessment Project in Campus Labs Baseline

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<th>Responses</th>
<th>Status</th>
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Summary of Findings

Noteworthy findings include that the vast majority of participants reported a decrease in anxiety about public speaking, and gave themselves higher grades for communication skills and public speaking ability compared to their pre-test responses. Please see above for complete results.

Impact of Assessment

In addition to using the findings for discussions with staff about program effectiveness, a new seminar was created as a result of this assessment project. Students who filled out the post-test expressed a need for programs relating to professional communication skills, and to meet this need CSI-Communication and Leadership created the Professional Communication Seminars.

Lessons Learned

Because the assessment is very long, we carefully examined results to determine which questions may not be necessary. Thus we are currently in the process of removing a few of the questions that do not provide useful data. Additionally, this assessment demonstrated the usefulness of Campus Labs administrators, who have been very helpful with pulling data.

Supplemental Information

The pre- and post-tests used in this assessment are adapted from an instrument developed by Dr. James C. McCroskey, a Scholar in Residence in the Department of Communication at the University of Alabama at Birmingham. The original instrument is titled Personal Report of Communication Apprehension (PRCA-24) and can be found on Dr. McCroskey’s website: http://www.jamescmccroskey.com/measures/

Additionally, the pre- and post-tests include three questions from the University of California Undergraduate Experience Survey (UCUES). Information about UCUES can be found here: http://studentresearch.ucsd.edu/sriweb/Surveys/ucues.html

Items This Assessment Template Supports

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Last modified 8/17/2012 at 7:57 AM by Hayley Ryan
Created 3/22/2012 at 2:13 PM by Hayley Ryan