Public Speaking Seminar 2012-13

Name of Assessment Project: Public Speaking Seminar 2012-13

Name(s) of Person(s) Responsible for Assessment Project:

| Role | Assistant Director (Brett Robertson) |

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Other Contacts:
Providing Department: Center for Student Involvement-Communication & Leadership

Other Units/Departments Involved in Assessment Project:

Program, Service, or Event Related to Assessment Project
The Public Speaking Seminar is a quarterly seminar offered by CSI-Communication and Leadership. 2-3 sections are offered each quarter and seminars meet weekly for 8-9 sessions. Open to all registered students, graduate or undergraduate.

Assessment Project Description
Using pre and post surveys, participant learning and satisfaction are measured. The results of the project are used to improve the program, and demonstrate the value of the seminar.

Unit/Program Specific Goals and Learning Outcomes
As a result of completing the Public Speaking seminar, students are be able to...
- Demonstrate increased confidence in delivering speeches and presentations
- Outline Content using a presentation structure appropriate to the assigned speech
- Evaluate peer speeches using speech evaluation criteria
- 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, Lead in a Diverse Global Society

Assessment Project 7/1/2012
Assessment Project: 6/30/2013

Population/Sample

Total participants (Breakdown by quarter)

<table>
<thead>
<tr>
<th>Quarter &amp; Year</th>
<th>Participants</th>
<th>Pre-Test</th>
<th>Post-Test</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2012</td>
<td>33</td>
<td>25</td>
<td>10</td>
</tr>
<tr>
<td>Winter 2013</td>
<td>60</td>
<td>44</td>
<td>16</td>
</tr>
<tr>
<td>Spring 2013</td>
<td>39</td>
<td>32</td>
<td>12</td>
</tr>
<tr>
<td>Total</td>
<td>132</td>
<td>101</td>
<td>38</td>
</tr>
</tbody>
</table>

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

Assessment Methods: Surveys

Progress: 100%

Pre/Post surveys administered via Campus Labs

All pretests for the year are compiled and compared with all compiled post-tests. Impact and significance of learning are assessed.

Findings have been discussed among the CSI-Communication and Leadership staff. Results are also shared with stakeholders.

Link Assessment Project in Campus Labs Baseline

<table>
<thead>
<tr>
<th>Source Name</th>
<th>Project Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>All project data</td>
<td>Public Speaking- Post Test Spring 2013</td>
</tr>
<tr>
<td>All project data</td>
<td>Public Speaking- Pretest Winter 2013</td>
</tr>
<tr>
<td>All project data</td>
<td>Public Speaking Seminar- Post Test Fall 2012</td>
</tr>
<tr>
<td>All project data</td>
<td>Public Speaking- Post Test Winter 2013</td>
</tr>
<tr>
<td>All project data</td>
<td>Public Speaking- Pretest Fall 2012</td>
</tr>
</tbody>
</table>
Summary of Findings

- 35% of UCSD students are satisfied with the social experience. However, 78% of Communication and Leadership participants (all seminars) reported being satisfied with their overall social experience when asked the identical question.

- Public speaking – Prior to the seminar, only 12% of students rated themselves an A or B in public speaking ability compared to 40% of students completing the seminar.

Public Speaking Rubric

Impact of Assessment

This year we created and utilized a rubric to measure student performance during their speeches in addition to the pre and post tests. This provided a useful model for students to give and receive feedback from their peers.

Students demonstrated clear gains in confidence and impact including non-verbal and vocal speaking skills, use of visual aids, outlining and preparing speeches, and lowered anxiety.

Lessons Learned

Public Speaking seminar is a proven best practice at CSI-Communication and Leadership. It attracts many graduate-level students and fills a void for their need to practice and improve their public speaking skills. Classes work best when kept relatively small (no more than 18) with maximum time spent for student practice.

Supplemental Information

Last modified 9/5/2013 at 5:50 PM by Christopher Dela Cruz
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