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Domain Covered by this Report:	Basic Skills: Speaking
Course Covered by this Report:	CMST 1545 - Communication Foundations

Course	Learning Outcomes
CMST 1545 – Communication Foundations	<p><i>LO1: Students will demonstrate understanding of competent interpersonal communication.</i></p> <p>Students learn the importance of communication, transactional communication and the principles of transactional communication. Students define competent communication and learn strategies for overcoming anxiety and other obstacles to competent communication. Students learn verbal and nonverbal communication types. Students apply skills for effective listening by practicing skills of effective listening when communicating with others. Students prepare and participate in an effective one-on-one interview. Additionally, students explore various contexts of communication including gender, family, online, and intercultural communication.</p> <p><i>LO2: Students will demonstrate understanding and use of competent public speaking.</i></p> <p>Students prepare and deliver informative and persuasive presentations. Students write assignments that may include several drafts of presentation outlines. The preparation process includes using the analysis of listeners in formulating informative and persuasive strategies, organizing information and arguments/positions gathered through systematic research, developing an appropriate introduction and conclusion for informative and persuasive presentations. The delivery process includes practicing effective verbal and nonverbal communications skills, when presenting the information, including the use of visual aids. Students complete analysis rubrics reflecting on personal skill development especially after two presentational assignments. Students learn accepted conventions of oral communication grammar and style.</p> <p><i>LO3. Students will demonstrate understanding of competent small group communication.</i></p> <p>Students learn about the nature of small group communication. They practice effective conflict management skills when participating in decision making groups. Students demonstrate effective leadership and appropriate member skills in decision-making groups during several meetings, using critical thinking during their communication. Students develop reports based on group meetings, and/or an evaluation of the decision-making strategies used during group meetings.</p>

Course: CMST 1545 – Communication Foundations	Direct measure(s): (test results, supervisors- evaluations, classroom embedded assignments, rubrics for evaluating student writing or oral presentations, portfolios)	Indirect measure(s): (surveys, questionnaires)
	Test Results – cognitive measures assessing differences between individual pre-quiz and post-quiz scores.	Survey – affective measure assessing student perceptions of learning in the course.

Course:	Criteria:
CMST 1545 - Communication Foundations	Student learning was evaluated using pre-quiz and post-quiz data from Fall 2019 and Fall 2020 academic year. All quizzes are conducted online and data is archived online for final grading and analysis. Survey data was collected online during Fall 2019 and Fall 2020 academic year. Results are summarized below.

Course:	Data:																		
CMST 1545 - Communication Foundations	<p>COGNITIVE MEASURES</p> <p><i>LO1: Students will demonstrate understanding of competent interpersonal communication.</i></p> <p><i>LO2: Students will demonstrate understanding and use of competent public speaking.</i></p> <p><i>LO3. Students will demonstrate understanding of competent small group communication.</i></p> <p>According to LO1, LO2, LO3 quiz data it was found that students Fall 2019 demonstrated an understanding of Interpersonal Communication, Competent Public Speaking and Small Group Communication. This can be seen in the percentage change from the pre-Test and the post-Test</p> <table border="1"> <thead> <tr> <th>Section 1 Pre Exam</th> <th>Section 1 Graded Exam</th> <th>Percentage Change</th> </tr> </thead> <tbody> <tr> <td>69</td> <td>84%</td> <td>15%</td> </tr> <tr> <th>Section 2 Pre-Exam</th> <th>Section 2 Graded Exam</th> <th>Percentage Change</th> </tr> <tr> <td>70%</td> <td>82%</td> <td>12%</td> </tr> <tr> <th>Section 3 Pre Exam</th> <th>Section 3 Graded Exam</th> <th>Percentage Change</th> </tr> <tr> <td>74%</td> <td>88%</td> <td>14%</td> </tr> </tbody> </table> <p>(n=165)</p> <p>A sample of 165 students was used to assess learning on interpersonal communication, public speaking and small group communication units ($n = 165$ represents just over 10% of the students enrolled in CMST 1545 for Fall 2019 semesters). This assessment include in-class sections along with online sections. It appears students continue to improve on graded post-quizzes after completing pre-quizzes, in-class instruction, and readings. Quiz data show that students scored an average of 84% on Section 1 Exams, 82% on Section 2 Exams, and 88% on Section 3 Exam. Students improved an average of 14% between pre- and post-quizzes on all exams. These results are acceptable and show satisfactory cognitive outcomes.</p>	Section 1 Pre Exam	Section 1 Graded Exam	Percentage Change	69	84%	15%	Section 2 Pre-Exam	Section 2 Graded Exam	Percentage Change	70%	82%	12%	Section 3 Pre Exam	Section 3 Graded Exam	Percentage Change	74%	88%	14%
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LO2: Students will demonstrate understanding and use of competent public speaking.
 LO2 also includes assessing competent public speaking skills. This LO is assessed by measuring the two main speeches, the Informative Speech and the Persuasive Speech.

The Fall 2019 Average scores for the Two Major Speeches were:

Informative Speech 88%

Persuasive Speech 86%

These results are acceptable and show satisfactory cognitive outcomes.

FALL 2020

LO1: Students will demonstrate understanding of competent interpersonal communication.

LO2: Students will demonstrate understanding and use of competent public speaking.

LO3: Students will demonstrate understanding of competent small group communication.

According to LO1, LO2, LO3 quiz data it was found that students Fall 2020 demonstrated an understanding of Interpersonal Communication, Competent Public Speaking and Small Group Communication. This can be seen in the percentage change from the pre-Test and the post-Test

In Fall 2020 all CMST 1545 sections when to online courses. SP 2020 numbers were not included in this assessment because courses were greatly impacted due to the pandemic. All in-class sections became online courses in the middle of the semester. Fall 2020 is a more accurate view of students entering the course being aware that it's an online section.

A random sample of 155 students, 10% of the CMST 1545 sections, were selected. During Fall 2020, only Full time Professors/Lecturers taught these courses with the grading assistance of Virtual Assistants.

Section 1 Pre Exam	Section 1 Graded Exam	Percent increase
69%	85%	16%
Section 2 Pre-Exam	Section 2 Graded Exam	Percent increase
63%	78%	15%
Section 3 Pre Exam	Section 3 Graded Exam	Percent increase
73%	86%	13%

(n=155)

A sample of 155 students was used to assess learning on interpersonal communication, public speaking and small group communication units ($n = 155$ represents just over 10% of the students enrolled in CMST 1545 for Fall 2020 semesters). This assessment includes all online sections. It appears students continue to improve on graded post-quizzes after completing pre-quizzes, in-class instruction, and readings. Quiz data show that students scored an average of 85% on Section 1 Exams, 78% on Section 2 Exams, and 86% on Section 3 Exam. Students improved an average of 14% between pre- and post-quizzes on all exams. These results are acceptable and show satisfactory cognitive outcomes.

The Fall 2020 Average scores for the two major speeches were:

Informative Speech 82%

Persuasive Speech 72%

These results are acceptable and show satisfactory cognitive outcomes.

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Feedback Loop

In examining the Fall 2020 data (all sections online) to the Fall 2019 data (sections both f2f and online), it may seem as if the numbers are very similar. But in assessing the numbers, there were more zeroes given during the Fall 2020 semester than Fall 2019. This indicates the Fall 2020 numbers could have been much higher. What was found when all sections went to online courses, CMST1545 lost many students during the semester. They would register for the course, participate in the introductory activities and then fail to complete any other work or speeches. Many students struggled with the completely online format for this course. Based on this evaluation, it can be deduced that a mixture of f2f and online courses would benefit the students best.

Fall 2019

Assignment	# of zeros/non-completed assessed assignments
Informative Speech	1
Persuasive Speech	6
Section 1 Graded Exam	1
Section 2 Graded Exam	0
Section 3 Graded Exam	2

(n=165)

Fall 2020

Assignment	# of zeros/non-completed assessed assignments
Informative Speech	22
Persuasive Speech	34
Section 1 Graded Exam	3
Section 2 Graded Exam	3
Section 3 Graded Exam	3

(n=155)

Resources

Adding Part time faculty to aide in teaching the f2f sections is needed. CMST 1545 was heavily taught by part timers in the past, having half of the sections being taught f2f and the other half online. To cut costs, the department got rid of 1545 part-time faculty. But as was seen in this assessment, f2f courses are beneficial for 1545 students. To maintain being cost efficient, yet meeting students' needs, if at least 25% (28 sections) are taught f2f with part-timers and teaching assistants, we will reduce the former cost of part-time faculty by 25% and address the needs of our students.