



Texas Southern University
Assessment Plan 2010-2013

Unit Assessment Plan

School of Communication

Bachelor of Art in Speech Communication

Introduction

Texas Southern University's Mission

Texas Southern University is a comprehensive metropolitan university. Building on its legacy as a historically black institution, the university provides academic and research programs that address critical urban issues and prepare an ethnically diverse student population to become a force for positive change in a global society.

In order to achieve this mission, Texas Southern University provides:

- quality instruction in a culture of innovative teaching and learning
- basic and applied research and scholarship that is responsive to community issues
- opportunities for public service that benefit the community and the world.

Texas Southern University's Vision

Texas Southern University will become one of the nation's pre-eminent comprehensive metropolitan universities. We will be recognized by the excellence of our programs, the quality of our instruction, our innovative research, and our desire to be a contributing partner to our community, state, nation, and world.

Accreditation Standards

Accreditation by Southern Association of Colleges and Schools Commission on Colleges (SACS) Commission on Colleges signifies that the institution: (1) has a mission appropriate to higher education, (2) has resources, programs, and services sufficient to accomplish and sustain that mission, and (3) maintains clearly specified educational objectives that are consistent with its mission and appropriate to the degrees it offers, and that indicate whether it is successful in achieving its stated objectives.

Source: The Principles of Accreditation: Foundations for Quality Enhancement, 5th edition

Goal 1 Assessment Plan 2010-11 to 2012-13

1 Goal Description

Goal 1

Students will demonstrate proficiency in oral communication.

2 SLO Student Learning Outcomes/Objectives

SLO 1.1

Students will speak with clarity of sound and effective pronunciation.

SLO 1.2

Students will speak with appropriate rate and volume.

SLO 1.3

Students will speak without distracting mannerisms.

3 Metric

Metric 1.1

Post Oral Skills Assessment in Speech Lab

Metric 1.2

Post Oral Skills Assessment in Speech Lab

Metric 1.3

Post Oral Skills Assessment in Speech Lab

4 Target 2010-11

Target 1.1

75% of student post oral assessment ratings will demonstrate proficiency.

Target 1.2

75% of student post oral assessment ratings will demonstrate proficiency.

Target 1.3

75% of student post oral assessment ratings will demonstrate proficiency.

5 Findings 2010-11

Findings 1.1

10 of 13 or 76 % of student post oral assessment ratings demonstrated proficiency.

-Target Met

Findings 1.2

10 of 13 or 76 % of student post oral assessment ratings demonstrated proficiency.

-Target Met

Findings 1.3

10 of 13 or 76 % of student post oral assessment ratings demonstrated proficiency.

-Target Met

6 Action Plan 2010-11

Action Plan

An improved system for monitoring the post assessment in the Speech Lab by Public Speaking students was developed.

Action Plan

Speech faculty will infuse oral competency SLOs in SC 135 and SC 136 courses for Speech majors.

7 Target 2011-12

Target 1.1

80% of student post oral assessment ratings will demonstrate proficiency.

Target 1.2

80% of student post oral assessment ratings will demonstrate proficiency.

Target 1.3

80% of student post oral assessment ratings will demonstrate proficiency.

8 Findings 2011-12

Findings 1.1

10 of 13 or 77% of student post oral assessment ratings demonstrated proficiency.

-Target Not Met

Findings 1.2

10 of 13 or 77% of student post oral assessment ratings demonstrated proficiency.

-Target Not Met

Findings 1.3

10 of 13 or 77% of student post oral assessment ratings demonstrated proficiency.

-Target Not Met

9 Action Plan 2011-12

Action Plan 1.1

Practice precise articulation as relates to daily use of correct pronunciation and grammar in formal and informal speech.

Action Plan 1.2

Increase opportunities for displaying oral skills with constructive use of vocal variety whether in class or outside project.

Action Plan 1.3

Adapt practice of monitoring expressions and physical behavior when speaking.

10 Target 2012-13

Target 1.1

80% of student post oral assessment ratings will demonstrate proficiency.

Target 1.2

80% of student post oral assessment ratings will demonstrate proficiency.

Target 1.3

80% of student post oral assessment ratings will demonstrate proficiency.

11 Findings 2012-13

Findings 1.1

34 of 42 or 81% of student post oral assessment ratings demonstrated proficiency.

-Target Met

Findings 1.2

34 of 42 or 81% of student post oral assessment ratings demonstrated proficiency.

-Target Met

Findings 1.3

34 of 42 or 81% of student post oral assessment ratings demonstrated proficiency.

-Target Met

12 Action Plan 2012-13

Action Plan 1.1

As important components to self monitoring oral skills for proficiency, select exercises for listening and placement of sounds/tactile perception, have been introduced.

Action Plan 1.2

As important components to self monitoring oral skills for proficiency, select exercises for listening and placement of sounds/tactile perception, have been introduced.

Action Plan 1.3

As important components to self monitoring oral skills for proficiency, select exercises for listening and placement of sounds/tactile perception, have been introduced.

13 Additional Reference Documents

R1

Oral Assessment Rubric

[Revised QEP SC 135-136 2012-13](#) [DOC 29 KB 5/8/13]

[SC 110 - Oral assessment 2012-2013](#) [DOC 27 KB 10/29/13]

Goal 2 Assessment Plan 2010-11 to 2012-13

1 Goal Description

Goal 2

Students will demonstrate readiness for professional work.

2 SLO Student Learning Outcomes/Objectives

SLO 2.1

Students will demonstrate sufficient subject knowledge and professional attitudes.

SLO 2.2

Students will demonstrate effective communication skills.

3 Metric

Metric 2.1

Internship Evaluation rating

Metric 2.2

Internship Evaluation rating

4 Target 2010-11

Target 2.1

75% of students will be rated very good or outstanding. (Based on a 5 point scale: 1-outstanding, 2-very good, 3-Good, 4-satisfactory, 5-Poor)

Target 2.2

75% of students will be rated very good or outstanding. (Based on a 5 point scale: 1-outstanding, 2-very good, 3-Good, 4-satisfactory, 5-Poor)

5 Findings 2010-11

Findings 2.1

11 of 13 or 85% of students were rated very good or outstanding.

-Target Met

Findings 2.2

11 of 13 or 85% of students were rated very good or outstanding.

-Target Met

6 Action Plan 2010-11

Action Plan 2.1

The School of Communication decided that it will include a new course that focuses on professionalism and professional development to its core curriculum.

Action Plan 2.2

The School of Communication decided that it will include a new course that focuses on professionalism and professional development to its core curriculum.

7 Target 2011-12

Target 2.1

80% of students will be rated very good or outstanding. (Based on a 5 point scale: 1-outstanding, 2-very good, 3-Good, 4-satisfactory, 5-Poor).

Target 2.2

80% of students will be rated very good or outstanding. (Based on a 5 point scale: 1-outstanding, 2-very good, 3-Good, 4-satisfactory, 5-Poor).

8 Findings 2011-12

Findings 2.1

10 of 11 or 91% of students were rated very good or outstanding.

-Target Met

Findings 2.2

10 of 11 or 91% of students were rated very good or outstanding.

-Target Met

9 Action Plan 2011-12

Action Plan 2.1

The School of Communication identified CM 330 - Professional Development and Ethics- as the new course that will prepare students for a better internship experience; and started the implementation process to include the course in the school core curriculum.

Action Plan 2.2

The School of Communication identified CM 330 - Professional Development and Ethics- as the new course that will prepare students for a better internship experience; and started the implementation process to include the course in the school core curriculum.

10 Target 2012-13

Target 2.1

85% of students will be rated very good or outstanding. (Based on a 5 point scale: 1-outstanding, 2-very good, 3-Good, 4-satisfactory, 5-Poor)

Target 2.2

85% of students will be rated very good or outstanding. (Based on a 5 point scale: 1-outstanding, 2-very good, 3-Good, 4-satisfactory, 5-Poor)

11 Findings 2012-13

Findings 2.1

6 of 7 or 86% of students were rated very good or outstanding.

-Target Met

Findings 2.2

6 of 7 or 86% of students were rated very good or outstanding.

-Target Met

12 Action Plan 2012-13

Action plan 2.1

The School of Communication continues to improve the internship experience by adding a required course in professionalism beginning in fall 2014 CM 330- Professional Development and Ethics - will be offered.

Action plan 2.2

The School of Communication continues to improve the internship experience by adding a required course in professionalism beginning in fall 2014 CM 330- Professional Development and Ethics - will be offered.

13 Additional Reference Documents

R2

Internship Evaluation Summary

[RefDoc.Speech.SummaryInterns2010-11.Data.Support.2](#) [DOCX 22 KB 7/17/12]

