

Name of Assessment Project: Professional Communication 2013-14

Name(s) of Person(s) Responsible for Assessment Project: Program Coordinator (Willie Blackmon)

Program Coordinator (Lisa Gates)

Assistant Director (Brett Robertson)

Email Address: wblackmon@ucsd.edu

Phone Number: 858-822-0181

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:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

Assessment Project Description:

The Center for Student Involvement - Communication and Leadership Professional Communication Seminar is a 8-session program designed to teach students skills to effectively and confidently communicate themselves in a professional setting. This seminar requires you to participate in activities designed to develop written, interpersonal communication, and public speaking skills, and it will actually improve the quality of your life if you keep an open mind and actively participate! The seminar consists of both theory and application.

A series of pre-tests and post-tests were administered for every section of Professional Communication offered throughout the 2013-14 academic year. The results from the pre-tests were averaged, as were there post tests. Then, these 2 averages were compares to measure learning.

..... Professional Communication Pre/Post 2013/14

Unit/Program Specific Goals and Learning Outcomes:

- Demonstrate ethical reasoning in personal, academic and professional decision making.
- Collaborate with others to develop ideas in person and in writing.
- Confidently approach and engage in meaningful conversation with new people in new settings.
- Engage in self-reflection to clarify purpose and determine their career interests.
- Develop and enact a plan congruent with their identities and interests.
- Engage in experiences that complement their personal, academic and professional pursuits.
- Develop a sense of integrity and clarify values.
- Understand the effects of individual behavior on oneself, on others, and on the community.
- Demonstrate self-awareness and a willingness to seek and receive the feedback on one's performance from others and to modify one's approach to leadership.

..... Syllabus Professional Communication

Relationship to Student Affairs

Communicate Effectively, Advance a Plan for Personal, Academic, and Professional Success

Learning Outcomes:

Assessment Project Start:

7/1/2013

Assessment Project End:

6/30/2014

Population/Sample:

240 Participated in the seminar throughout the year
117 of Students who took the pre-test
74 of Students who took the post-test

Type of Assessment:

Student learning outcomes and/or behavioral outcomes, Benchmarking

Other Assessment Type(s):

Assessment Methods:

Surveys

Other Assessment Method(s):

Data Collection Tools:

All Pre and Post Test were created using Campus Labs

..... Professional Communicatio Post Test Spring 2014

..... Professional-Communication-Post-test-Fall-2013

..... Professional-Communication-Post-Test-Winter-2014

..... Professional-Communication-Pretest-Fall-2013

..... Professional-Communication-Pre-Test-SP-2014

..... Professional-Communication-Pre-Test-Winter-2014

..... Professional-Communication-Seminar-Post-test-Summ

..... Professional-Communication-Seminar-Pre-Test-Summe

Data Analysis Methods:

All Pre-tests were averaged together as were all post-tests. A comparison report was then generated to compare results pre and post.

..... Professional Communication Pre-Post 2013-14

Presentation of Findings: I have attached the document a few times throughout. I will attach it here below as well.

Progress: 100%

Professional Communication Pre-Post 2013-14

Link Assessment Project in Campus Labs Baseline :

Name	Source
Professional Communication - Post-test Fall 2013	Baseline (All project data)
Professional Communication Post-Test Spring 2014	Baseline (All project data)
Professional Communication Seminar Pre-Test Summer 2013	Baseline (All project data)
Professional Communication Seminar Post-test Summer 2013	Baseline (All project data)
Professional Communication - Pretest Fall 2013	Baseline (All project data)
Professional Communication Pre-Test Winter 2014	Baseline (All project data)
Professional Communication Post-Test Winter 2014	Baseline (All project data)

- Summary of Findings:**
- 68% of participants rated themselves an “A” or “B” in intellectual self confidence ability before taking the seminar, compared with 90% after taking the seminar
 - 57% of participants rated themselves an “A” or “B” in having no fear of speaking up in face-to-face conversations with 83% rating themselves that way at the conclusion of the seminar.
 - Before the seminar, 76% strongly or moderately agree that they possess the necessary personal qualities (e.g. responsibility, consideration, initiative, etc.) to be a successful career person, with 90% feeling that way after the seminar was completed

Impact of Assessment: The assessment results demonstrate a true learning for all outcomes in this seminar. Students have showed a great improvement in intellectual self confidence.

Lessons Learned: We will update our Pre and Post test that actually ask questions about professional communication (i.e. interview, communicating with authority, resume writing and cover letter).

Supplemental Information:

Last modified 9/2/2014 at 1:22 PM by [Willie Blackmon](#)
Created 7/11/2014 at 10:49 AM by [Willie Blackmon](#)