

Public Speaking 2013-14

Public

Name of Assessment Project: Public Speaking 2013-14

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

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Other

Units/Departments

Involved in

Assessment Project:

Program, Service, or

Event Related to

Assessment Project:

The CSI – Communication and Leadership Public Speaking Seminar is an 8-session program for UCSD students designed to teach students skills for presenting and speaking confidently in public, in addition to helping students develop competencies in self-confidence and other interpersonal skills necessary to be effective communicators. This program focuses on various types of speeches, as well as techniques for overcoming stage fright, and will allow students a safe place to practice their skills.

The course syllabus is attached.

 PublicSpeakingSpring2014-Brett

Assessment Project Description: A series of pre-tests and post-tests were administered for every section of Public Speaking offered throughout the 2013-14 academic year. The results from the pre-tests were averaged, as were the post-tests. Then, these 2 averages were compared to measure learning.

Unit/Program Specific Goals and Learning Outcomes:

1. Given the opportunity to present before a live audience, Students will be able to plan effectively for oral and written presentations by identifying goals, choosing an effective organizational method, and incorporating the interests and expectations of the audience.
2. Given the opportunity to speak before a live audience, Students will be able to present ideas and thoughts confidently and in an engaging, clear and cohesive manner.
3. Given the opportunity to deliver a presentation for a live audience, Students will be able to create visual aids, graphs and tables that support the spoken content of their presentations.
4. Given the opportunity to apply speech anxiety management strategies, Students will use healthy coping strategies to manage stress.
5. Given a live speaker to evaluate, Students will be able to identify and articulate effective and ineffective elements of verbal and nonverbal communication skills in the delivery of presentations.

Relationship to Student Affairs Communicate Effectively

Learning Outcomes:

Assessment Project

7/1/2013

Start:

Assessment Project

6/30/2014

End:

Population/Sample: Both undergraduate and graduate students enrolled in the Public Speaking Seminars are the population for this report.

288 of Students who participated in the program

166 of Students who took the pre-test

65 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: Pre and Post Surveys administered via Campus Labs

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.

Presentation of Findings: The full report is attached here.

 Public Speaking Pre-Post Comparison Report 2013-14

Progress: 100%

**Link Assessment
Project in Campus
Labs Baseline :**

Name	Source
Public Speaking Pre-Test Winter 2014	Baseline (All project data)
Public Speaking Pre-Test Spring '14	Baseline (All project data)
Public Speaking Post-Test Winter 2014	Baseline (All project data)
Public Speaking - Pretest Fall 2013	Baseline (All project data)
Public Speaking Post Test Fall 2013	Baseline (All project data)
Public Speaking Post-Test Spring 2014	Baseline (All project data)

Summary of Findings: Highlights from the full report include:

- 33% of participants rated themselves an "A" or "B" in public speaking ability before taking the seminar, compared with 69% after taking the seminar
- 59% of participants rated themselves an "A" or "B" in self-confidence before taking the seminar, with 83% rating themselves that way at the conclusion of the seminar.
- Before the seminar, 38% strongly or moderately agree that right after giving a speech, they had a pleasant experience, with 66% feeling that way after the seminar was completed
- Before the seminar, only 14% strongly or moderately agreed that "I feel that I am in complete control of myself while giving a speech" with 42% feeling that way once the seminar concluded.

Impact of Assessment: The assessment results demonstrate robust learning for all outcomes in this seminar. Students showed strong gains in confidence and public speaking ability. Our Public Speaking Seminars continue to serve a critical need for students at UC San Diego.

Lessons Learned: We simply need to keep doing what we are doing!

**Supplemental
Information:**

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