



Professional Communication Seminar 2012-13

Public

Name of Assessment Project: Professional Communication Seminar 2012-13

Name(s) of Person(s) Responsible for Assessment Project:	Role
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Providing Department: Center for Student Involvement-Communication & Leadership

Other Units/Departments Involved in Assessment Project:

Program, Service, or Event Related to Assessment Project

The Professional Communication Seminar is a quarterly seminar offered by CSI-Communication and Leadership. 1-2 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 attending the Professional Communication Seminar...
- Students gain confidence in expressing themselves, their feelings and their beliefs.
 - Students learn strategies and techniques for communicating with professors, mentors, and colleagues and facilitating meetings and group activities
 - Students gain a better understanding of professional etiquette in communication
 - Students learn fundamental skills for cover letter and resume writing, networking and interviewing

Relationship to Student Affairs Learning Outcomes: Communicate Effectively

Assessment Project Start: 7/1/2012

Assessment Project 6/30/2013

End:

Population/Sample

Total Number of Participants (Breakdown by quarter)

Quarter & Year	Participants	Pre-Test	Post-Test
Fall 2012	25	21	10
Winter 2013	64	32	22
Spring 2013	61	20	17
Total	150	73	49

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

Pre/Post surveys are compared via Campus Labs and significant findings noted.

Presentation of Findings

Findings are made available to all stakeholders including CSI personnel and Student Services Fee Advisory Committee.

Progress:  100%

Link Assessment Project in Campus Labs Baseline

Source Name	Project Name
All project data	Professional Communication- Post-test Fall 2012
All project data	Professional Communication- Posttest Spring 2013
All project data	Professional Communication- Pretest Fall 2012
All project data	Professional Communication- Pretest Spring 2013
All project data	Professional Communication- Pretest Winter 2013
All project data	Professional Communication- Posttest Winter 2013

Summary of Findings

UCUES 2012 comparison – 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.

Professional Communication – 48% of students strongly or moderately agreed with the statement “I feel confident in my social interaction skills,” 80% agreed with the statement after the seminar.

Impact of Assessment

This assessment showed us that there haven't been many significant gains in terms of professional development and communication through the seminar. Several factors such as curriculum and type of assessment used will be assessed throughout the 2013-2014 academic year.

Lessons Learned

Students really appreciate the hands-on learning and practice, especially with regards to networking, resume writing, and interview skills. This seminar continues to be one of our most popular and has high retention rates.

Supplemental Information

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