



Public Speaking Seminar 2012-13

Public

Name of Assessment Public Speaking Seminar 2012-13

Project:

**Name(s) of Person(s)
Responsible for
Assessment Project:**

Role
Assistant Director (Brett Robertson)

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Providing Center for Student Involvement-Communication & Leadership

Department:

Other

Units/Departments

Involved in

Assessment Project:

Program, Service, or Event Related to Assessment Project

The Public Speaking Seminar is a quarterly seminar offered by CSI-Communication and Leadership. 2-3 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 completing the Public Speaking seminar, students are be able to...

- Demonstrate increased confidence in delivering speeches and presentations
- Outline Content using a presentation structure appropriate to the assigned speech
- Evaluate peer speeches using speech evaluation criteria
- Produce visual aid that complements speech content and is simple, professional, clear and consistent
- Apply knowledge of verbal and nonverbal communication skills in the delivery of presentations
- Describe the impact of verbal and nonverbal behaviors on audience members through in-class group discussions

Relationship to Student Affairs Communicate Effectively, Lead in a Diverse Global Society

Learning Outcomes:

Assessment Project 7/1/2012

Start:

Assessment Project 6/30/2013

End:

Population/Sample

Total participants (Breakdown by quarter)

Quarter & Year	Participants	Pre-Test	Post-Test
Fall 2012	33	25	10
Winter 2013	60	44	16
Spring 2013	39	32	12
Total	132	101	38

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/Post surveys administered via Campus Labs

Data Analysis Methods

All pretests for the year are compiled and compared with all compiled post-tests. Impact and significance of learning are assessed.

Presentation of Findings

Findings have been discussed among the CSI-Communication and Leadership staff. Results are also shared with stakeholders.

Progress:  100%

Link Assessment Project in Campus Labs Baseline

Source Name	Project Name
All project data	Public Speaking- Post Test Spring 2013
All project data	Public Speaking- Pretest Winter 2013
All project data	Public Speaking Seminar- Post Test Fall 2012
All project data	Public Speaking- Post Test Winter 2013
All project data	Public Speaking- Pretest Fall 2012

Source Name	Project Name
All project data	Public Speaking- Pretest Spring 2013

Summary of Findings

- 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.
- Public speaking – Prior to the seminar, only 12% of students rated themselves an A or B in public speaking ability compared to 40% of students completing the seminar.

 [Public Speaking Rubric](#)

Impact of Assessment

This year we created and utilized a rubric to measure student performance during their speeches in addition to the pre and post tests. This provided a useful model for students to give and receive feedback from their peers.

Students demonstrated clear gains in confidence and impact including non-verbal and vocal speaking skills, use of visual aids, outlining and preparing speeches, and lowered anxiety.

Lessons Learned

Public Speaking seminar is a proven best practice at CSI-Communication and Leadership. It attracts many graduate-level students and fills a void for their need to practice and improve their public speaking skills. Classes work best when kept relatively small (no more than 18) with maximum time spent for student practice.

Supplemental Information

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