

McKendree University
Assessment 2.1
Learning Outcome: EFFECTIVE COMMUNICATION
Students will communicate effectively in oral, written, and creative forms.

Objective 1: Students will communicate effectively in oral forms.

Assessment Instrument: Oral Communication rubric
Participants: Students enrolled in general education courses fulfilling the speech requirement
Data Collected: Every semester
Data Aggregated: By academic year
Instrument Scale: 1 = Beginning, 2 = Low Intermediate, 3 = High Intermediate, 4 = Advanced
Target Goal: Mean score of 2.00 or higher in lower-level courses and 3.00 or higher in upper-level courses
Assessment Results:

	2017 - 2018						2018 - 2019						2019 - 2020						2020 - 2021
	Lower Level		Upper Level		Total		Lower Level		Upper Level		Total		Lower Level		Upper Level		Total		
Indicator	n	M	n	M	n	M	n	M	n	M	n	M	n	M	n	M	n	M	
Purpose	71	3.24	113	3.78	184	3.57	96	3.08	56	3.70	152	3.31	132	3.15	26	3.35	158	3.18	System improvements resulted in lack of data being obtained.
Content	71	3.17	112	3.63	183	3.45	96	2.82	56	3.27	152	2.99	132	3.05	26	3.23	158	3.08	
Organization	71	3.07	113	3.78	184	3.51	96	2.96	56	3.84	152	3.28	132	2.96	25	3.52	157	3.05	
Language	71	3.27	108	3.68	179	3.51	94	2.96	56	3.79	150	3.27	132	2.98	26	3.65	158	3.09	
Delivery	71	2.72	108	3.37	179	3.11	96	2.45	56	3.32	152	2.77	132	2.59	26	3.35	158	2.72	
Discipline-specific conventions	69	2.97	100	3.78	169	3.45	96	2.93	56	3.43	152	3.11	132	2.80	26	3.19	158	2.87	
Total	71	3.09	113	3.63	184	3.43	96	2.85	56	3.58	152	3.12	132	2.95	26	3.42	158	3.05	

Objective 2: Students will communicate effectively in written forms.

Assessment Instrument: Written Communication rubric
Participants: Students enrolled in general education courses fulfilling the writing requirement
Data Collected: Every semester
Data Aggregated: By academic year
Instrument Scale: 1 = Beginning, 2 = Low Intermediate, 3 = High Intermediate, 4 = Advanced
Target Goal: Mean score of 2.00 or higher in lower-level courses and 3.00 or higher in upper-level courses
Assessment Results:

	2017 - 2018						2018 - 2019						2019 - 2020						2020 - 2021
	Lower Level		Upper Level		Total		Lower Level		Upper Level		Total		Lower Level		Upper Level		Total		
Indicator	n	M	n	M	n	M	n	M	n	M	n	M	n	M	n	M	n	M	
Purpose	365	3.33	380	3.17	745	3.25	299	3.32	341	3.59	640	3.46	232	3.09	282	3.68	514	3.42	System improvements resulted in lack of data being obtained.
Content and/or use of evidence	366	3.05	379	2.98	745	3.01	301	3.05	341	3.33	642	3.20	215	3.02	271	3.36	486	3.21	
Organization	366	3.23	379	3.28	745	3.26	301	3.32	340	3.67	641	3.51	216	3.13	279	3.88	495	3.56	
Syntax and mechanics	366	2.95	379	3.17	744	3.06	301	3.11	341	3.59	642	3.36	231	2.90	277	3.81	508	3.40	
Discipline-specific conventions	366	3.04	377	3.01	743	3.02	300	2.96	340	3.45	640	3.22	215	2.84	280	3.60	495	3.27	
Total	366	3.12	380	3.12	745	3.12	301	3.15	341	3.52	642	3.35	232	2.97	285	3.68	517	3.36	

Objective 3: Students will communicate effectively through creative forms and processes.

Assessment Instrument: Aesthetic Expression rubric
Participants: Students enrolled in general education courses fulfilling the aesthetic expression requirement
Data Collected: Every semester
Data Aggregated: By academic year
Instrument Scale: 1 = Beginning, 2 = Low Intermediate, 3 = High Intermediate, 4 = Advanced
Target Goal: Mean score of 2.00 or higher in lower-level courses and 3.00 or higher in upper-level courses
Assessment Results:

	2017 - 2018						2018 - 2019						2019 - 2020						2020 - 2021
	Lower Level		Upper Level		Total		Lower Level		Upper Level		Total		Lower Level		Upper Level		Total		
Indicator	n	M	n	M	n	M	n	M	n	M	n	M	n	M	n	M	n	M	
Craftmanship	119	2.61	24	3.42	143	2.74	112	2.46	25	2.60	137	2.48	104	2.10	0	N/A	104	2.10	System improvements resulted in lack of data being obtained.
Application of principles / concepts	120	2.53	24	3.50	144	2.69	127	2.65	25	2.72	152	2.66	110	2.38	0	N/A	110	2.38	
Creative fulfillment of assignment	119	2.88	24	3.54	143	2.99	128	2.66	25	2.80	153	2.68	104	2.24	0	N/A	104	2.24	
Investigation and invention	117	2.56	24	3.46	141	2.71	128	2.41	24	2.54	152	2.43	110	2.06	0	N/A	110	2.06	
Self-assessment and peer critique	118	2.34	17	3.06	135	2.43	126	2.64	24	2.83	150	2.67	104	2.38	0	N/A	104	2.38	
Response to criticism	120	2.54	24	3.21	144	2.65	127	2.71	24	2.83	151	2.73	109	2.42	0	N/A	109	2.42	
Response to ambiguity & risk	116	2.47	24	3.08	140	2.58	128	2.44	24	2.63	152	2.47	104	2.10	0	N/A	10	2.10	
Work habits	118	2.65	24	3.33	142	2.77	128	2.60	25	2.48	153	2.58	108	2.39	0	N/A	108	2.39	
Discipline-specific conventions	120	2.49	24	3.42	144	3.11	128	2.55	25	2.72	153	2.58	110	2.19	0	N/A	110	2.19	
Total	120	2.56	24	3.35	144	2.69	128	2.57	25	2.69	153	2.59	110	2.26	0	N/A	110	2.26	

Significant Changes

- 2016-2017: Developed and implemented Written Communication, Oral Communication, and Aesthetic Expression rubrics.
- 2016-2017: Made the Director of the Writing Center a full-time staff member.