

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:

Indicator	2016-2017						2017-2018						2018-2019					
	Lower-level		Upper-level		Total		Lower-level		Upper-level		Total		Lower-level		Upper-level		Total	
	n	M	n	M	n	M	n	M	n	M	n	M	n	M	n	M	n	M
Purpose	80	3.26	45	3.71	125	3.42	71	3.24	113	3.78	184	3.57	96	3.08	56	3.70	152	3.31
Content	80	3.04	45	3.69	125	3.27	71	3.17	112	3.63	183	3.45	96	2.82	56	3.27	152	2.99
Organization	80	3.21	45	3.80	125	3.42	71	3.07	113	3.78	184	3.51	96	2.96	56	3.84	152	3.28
Language	80	3.24	45	3.67	125	3.39	71	3.27	108	3.68	179	3.51	94	2.96	56	3.79	150	3.27
Delivery	80	2.78	45	3.69	125	3.10	71	2.72	108	3.37	179	3.11	96	2.45	56	3.32	152	2.77
Discipline-specific conventions	80	3.09	45	3.49	125	3.23	69	2.97	100	3.78	169	3.45	96	2.93	56	3.43	152	3.11
TOTAL	80	3.11	45	3.71	125	3.32	71	3.09	113	3.63	184	3.43	96	2.85	56	3.58	152	3.12

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:

Indicator	2016-2017						2017-2018						2018-2019					
	Lower-level		Upper-level		Total		Lower-level		Upper-level		Total		Lower-level		Upper-level		Total	
	n	M	n	M	n	M	n	M	n	M	n	M	n	M	n	M	n	M
Purpose	285	3.25	593	3.31	878	3.29	365	3.33	380	3.17	745	3.25	299	3.32	341	3.59	640	3.46
Content and/or use of evidence	285	3.06	584	3.06	869	3.06	366	3.05	379	2.98	745	3.01	301	3.05	341	3.33	642	3.20
Organization	285	3.21	592	3.46	877	3.38	366	3.23	379	3.28	745	3.26	301	3.32	340	3.67	641	3.51
Syntax and mechanics	285	2.99	580	3.20	865	3.13	366	2.95	379	3.17	744	3.06	301	3.11	341	3.59	642	3.36
Discipline-specific conventions	261	2.97	497	3.09	758	3.05	366	3.04	377	3.01	743	3.02	300	2.96	340	3.45	640	3.22
TOTAL	285	3.11	593	3.24	878	3.20	366	3.12	380	3.12	745	3.12	301	3.15	341	3.52	642	3.35

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:

Indicator	2016-2017						2017-2018						2018-2019					
	Lower-level		Upper-level		Total		Lower-level		Upper-level		Total		Lower-level		Upper-level		Total	
	n	M	n	M	n	M	n	M	n	M	n	M	n	M	n	M	n	M
Craftsmanship	87	2.54	44	2.75	131	2.61	119	2.61	24	3.42	143	2.74	112	2.46	25	2.60	137	2.48
Application of principles/ concepts	87	2.46	44	2.52	131	2.48	120	2.53	24	3.50	144	2.69	127	2.65	25	2.72	152	2.66
Creative fulfillment of assignment	87	2.66	44	2.70	131	2.67	119	2.88	24	3.54	143	2.99	128	2.66	25	2.80	153	2.68
Investigation and invention	87	2.40	44	2.61	131	2.47	117	2.56	24	3.46	141	2.71	128	2.41	24	2.54	152	2.43
Self-assessment and peer critique	87	2.53	44	2.68	131	2.58	118	2.34	17	3.06	135	2.43	126	2.64	24	2.83	150	2.67
Response to criticism	87	2.77	44	2.93	131	2.82	120	2.54	24	3.21	144	2.65	127	2.71	24	2.83	151	2.73
Response to ambiguity & risk	87	2.36	44	2.41	131	2.37	116	2.47	24	3.08	140	2.58	128	2.44	24	2.63	152	2.47
Work habits	87	2.57	44	2.84	131	2.66	118	2.65	24	3.33	142	2.77	128	2.60	25	2.48	153	2.58
Discipline-specific conventions	87	2.47	44	2.50	131	2.48	120	2.49	24	3.42	144	3.11	128	2.55	25	2.72	153	2.58
TOTAL	87	2.53	44	2.66	131	2.57	120	2.56	24	3.35	144	2.69	128	2.57	25	2.69	153	2.59

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.