

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	2021-2022					
	Lower Level		Upper Level		Total		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		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 a lack of data being obtained	256	3.34	0	NA	256	3.34
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		253	3.25	0	NA	253	3.25
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		254	3.15	0	NA	254	3.15
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		254	3.36	0	NA	254	3.36
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		257	3.30	0	NA	257	3.30
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		264	3.00	0	NA	264	3.00
Presentation Aids*																									
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		264	3.43	0	NA	264	3.43

*Criterion added in the 2020-2021 rubric update.

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	2021-2022							
	Lower Level		Upper Level		Total		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	System improvements resulted in a lack of data being obtained	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			353	3.02	218	3.48	571	3.19	
Content*																						353	3.00	218	3.15	571	3.06
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			352	2.92	217	2.92	570	2.92	
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			353	3.08	218	3.33	571	3.18	
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			352	2.94	218	3.36	570	3.10	
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			353	2.95	218	3.34	571	3.10	
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			353	2.98	218	3.27	571	3.09	

*Prior to the 2020-2021 rubric update, these criterion were combined and listed as "Content and/or Use of Evidence."

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:

	2020-2021	2021-2022					
		Lower Division		Upper Division		Total	
Indicator		n	M	n	M	n	M
Concepts and Principles	System improvements resulted in a lack of data being obtained	116	3.30	0	N/A	116	3.30
Skill		116	3.09	0	N/A	116	3.09
Research		116	3.12	0	N/A	116	3.12
Historical Context		112	1.82	0	N/A	112	1.82
Feedback		116	3.18	0	N/A	116	3.18
Total		116	2.91	0	N/A	116	2.91

*Prior to the 2020-2021 adoption of the new Aesthetic Expression rubric, the Aesthetic Expression rubric contained nine criteria. The outcomes from the old rubric can be found in the Appendix at the end of this report.

Appendix: Pre-2020 Aesthetic Expression Rubric Results

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	2017-2018						2018-2019						2019-2020					
	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	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
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 and 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	104	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.

2020-2021: Revised and implemented new Written Communication, Oral Communication, and Aesthetic Expression rubrics.