Goal 1.2 (oral communications) for the spring AOL reports for the BBA

AOL Documentation Checklist

Goal 1.2 (oral communications) Meetings/E-mails

In a meeting with COB Department Heads and Dean Brook on May 16th 2008, there was a discussion of assessing the goal 1.2 (oral presentation skills) outside the college, possibly in COMM265G. COMM265G is the university core communications course for all majors. Bonnie Daily was tasked with contacting the Communications Department for their possible assistance.

Daily met with Anne Hubbell and Eric Morgan of the Communications Department on June 18, 2008. Hubbell and Morgan suggested using an assignment that is given in COMM265G for assessment. The assignment was a persuasive speech (see attached) required of all students in the course. In addition, Morgan had worked extensively on a rubric for grading of the assignment (see attached).

On July 1, 2008 the COB Dept. Head and Dean Brook met. Daily provided the COMM265G assignment and rubric to the Dept Heads and Dean. After reviewing the document the group voted to conduct assessment in for goal 1.2 in COMM265G. There was some concern about missing transfer students but despite this it was agreed that assessing in 265G would be a good place to start for goal 1.2. Please see attached e-mail that summarizes the plan to assess to Anne and Eric.

Hubbell conducted the persuasive argument assignment in his Fall 2008 COMM265G course. There were 303 students in this class. Hubbell sent to Daily in January 2009 64 rubric evaluations made up solely of business students who had completed the assignment.

3. Copies of assessment tools (see attached)

4. Examples of student work.

We do not have examples of the speeches. The students are not recorded during their speeches. However we do have copies of all the rubric evaluations. (see attached).