

Speech Cluster

Communications: Develop effective reading, writing, speaking, listening, and nonverbal communication skills for a variety of audiences.

Course used for Measurement: SPC 1017 – Fundamentals of Speech Communication

Course learning outcomes

- Demonstrate comfortable and poised delivery when speaking to an audience.
- Describe the subjective nature of perception and its effect on intra and interpersonal communication.
- Demonstrate effective nonverbal communication skills.
- Demonstrate effective listening skills.
- Demonstrate effective interpersonal communication skills.
- Describe the dynamics of small group communication and demonstrate them in small group interactions.
- Demonstrate effective audience analysis, audience adaptation, research, organization, speech writing and speech delivery skills.
- Demonstrate effective self-monitoring by adapting verbal and nonverbal behaviors so they are appropriate in interpersonal, group, and public communication situations.
- Describe the skills associated with effective business communication.
- Demonstrate how to effectively manage communication anxiety.

Course Learning Outcomes Measured

- Demonstrate comfortable and poised delivery when speaking to an audience.
- Demonstrate effective nonverbal communication skills.
- Demonstrate effective audience analysis, audience adaptation, research, organization, speech writing and speech delivery skills.

Speech Evaluation Form

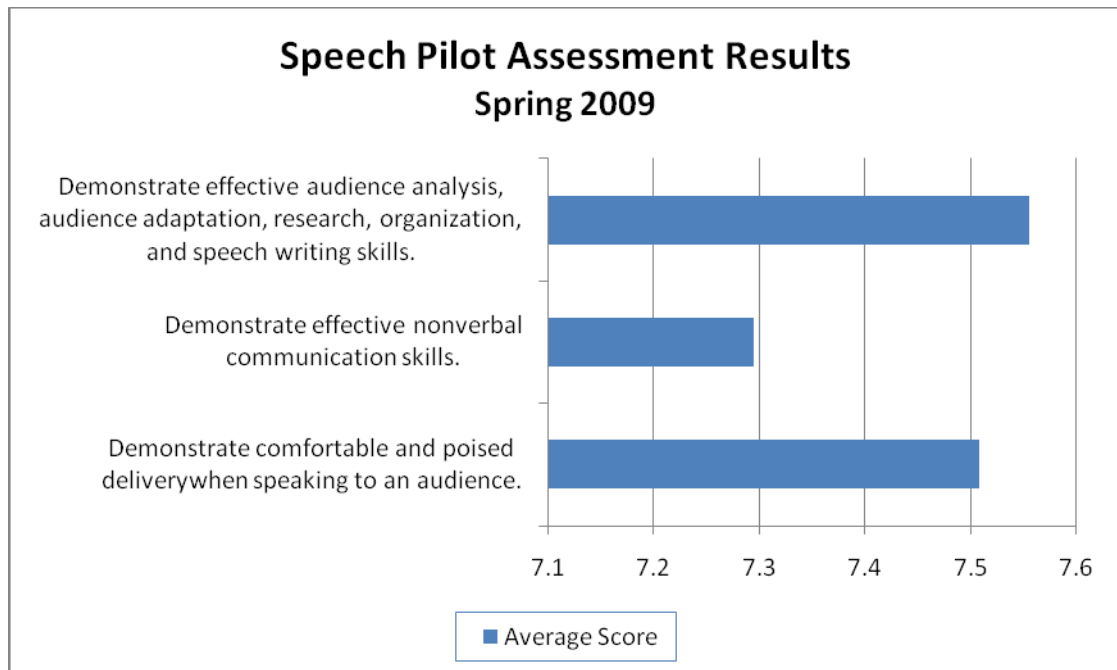
(An instrument designed to assess Student Learning Outcomes for SPC 1017 by measuring and evaluating student performance of specific public speaking skills)

Speaker _____

Topic _____

Scale **Excellent -10** **Above Average - 8** **Satisfactory -6** **Unsatisfactory - 4** **Unacceptable -2**

Learning Outcomes:	Score	Comments
1. <i>Demonstrate comfortable and poised delivery when speaking to an audience:</i> --Did the speaker maintain appropriate and effective eye contact?		Eye contact and delivery were excellent. Practice was evident and delivery was very effective.
2. <i>Demonstrate effective nonverbal communication skills</i> --Did the speaker use appropriate and effective bodily movements?		Movement was effective during presentation and non verbal communication worked well for her.
3. <i>Demonstrate effective audience analysis, audience adaptation, research, organization, and speech writing skills.</i> --Were the topic and supporting information credible and appropriate for the audience and occasion/assignment?		Topic choice was very relevant and connected to audience. A well organized, developed and effective presentation.



Course learning outcome Components targeted for improvement

- Demonstrate effective nonverbal communication skills.

Strategies for improvement

The improvement plan developed by the subcommittee consists of several strategies aimed at enhancing student performance in specific nonverbal communication skills such as demonstrating good posture, and effective use of gestures, facial expressions, and proxemic behaviors. Each of the strategies is designed to reinforce the targeted skills, and therefore instructors can choose to incorporate some or all of them as they deem appropriate for the needs of their students and the time constraints of the course.

- Student self-critiques with more focus on evaluating the effectiveness of their bodily movements during a speech
- Written peer critiques with more focus on evaluating the effectiveness of a speaker's bodily movements during a speech
- Guided review and analysis of videos showing student and professional speakers with an emphasis on helping students to recognize effective nonverbal communication during a speech and its impact on the efficacy of the speech.

- Review of videotaped workshops that focus extensively on improving nonverbal communication skills through analysis of scenarios which compare and contrast effective and ineffective bodily movements as demonstrated by a variety of speakers.
- Two- pronged approach -- (theoretical and interactive): Instructor will emphasize what constitutes effective bodily movement –focusing on specific criteria such as what constitutes good posture and effective use of facial expressions and gestures. Then incorporate in-class interactive exercises that enable students to practice and hone these nonverbal communication skills.