## Core Assessment Matrix Review
### Public Speaking

<table>
<thead>
<tr>
<th>Core Curriculum Goals</th>
<th>Learning Outcomes</th>
<th>Examples of Measurement</th>
<th>Examples of Evidence</th>
<th>Faculty Follow-up Plans</th>
</tr>
</thead>
</table>
| Students should be able to speak and write effectively. Students should understand the nature of society and the relationships between individuals and groups. | Understand the importance of oral argument in citizenship and public decision-making. | Essays  
*Policy proposal speech*  
Community development proposal  
Readings & discussions  
Oral and written assignments  
Group projects  
Video tape of speech given Tests | Grades | Link lectures to tests  
Add exercises  
More readings/discussions  
More frequent speeches  
More Q&A after speech  
More use of current events |
| Students should be able to speak and write effectively.                              | Understand key concepts from the tradition of rhetoric and use these concepts to assess both their own speaking and that of others. | Essays  
Student debates  
Test items  
Student peer critique  
Letter to self  
Exercises | Grades | Continue use of audio and video critique  
More explanation  
More prompting in debates  
Student to create concept list |
| Students should understand the process of seeking truth and disseminating knowledge.  | Identify and evaluate ethical issues in public address, including plagiarism and gender and cultural stereotyping. | Exercises & Discussion  
Readings  
Instructor observation  
Articles & advertisements  
Tests  
Feedback  
Role plays  
Case studies | Source citations  
Grades | More examples  
More readings  
More use of current events  
Add case study  
Add supplemental text |
| Students should be able to speak and write effectively. Students should be able to express ideas in an articulate and persuasive way. | Fashion a clear and concise thesis statement. | Outlines of speech  
Readings and Exercises  
Tests  
Outside speaker evaluation  
Group thesis statement writing | Grades | Workshop  
More examples/practice |
| Students should be able to express ideas in an articulate and persuasive way.         | Identify and use compelling, credible evidence and anticipate audience support of, or opposition to, evidentiary claims. | Audio analysis  
Written analysis  
Exams | Grades | More library time  
More examples |
| Students should understand the process of seeking truth and disseminating knowledge.  | Identify and evaluate lines of reasoning (both logical and fallacious), and types of proofs and appeals. | Exercises  
Discussions and readings  
Regular impromptus  
Test items  
Written analysis | Completed exercises  
Grades | More examples/readings  
More than just exercises |
| Students should understand the nature of society and the relationships between individuals and groups. | Adapt arguments to various audiences and occasions. | Speeches  
Audio analysis | Grades | More examples/readings  
Group audience analysis |
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<tr>
<td>Students should be able to express ideas in an articulate and persuasive way.</td>
<td>Demonstrate facility in multiple genres/modes of public discourse, organizing material in a manner appropriate to the speech genre/mode.</td>
<td>Speeches Assignments Outlines Exams</td>
<td>Outline evaluation Presentations Grades</td>
<td>More examples More discussion Broader range of speeches More impromptu speeches</td>
</tr>
<tr>
<td>Students should be able to express ideas in an articulate and persuasive way.</td>
<td>Create a speech outline that categorizes and subordinates ideas to produce a clear, appropriate organizational pattern.</td>
<td>Speech outline Tests Exams</td>
<td>Grades</td>
<td>More examples More meetings with students</td>
</tr>
<tr>
<td>Students should be able to speak and write effectively.</td>
<td>Properly cite a variety of sources.</td>
<td>Homework Outlines Exams</td>
<td>Grades</td>
<td>Increase activity More direct discussion</td>
</tr>
<tr>
<td>Students should be able to speak and write effectively. Students should be able to express ideas in an articulate and persuasive way.</td>
<td>Adjust voice appropriately to audience, room and material.</td>
<td>Feedback sheet to student Outlines</td>
<td>Grades</td>
<td>Detailed feedback to students Outdoor vocal exercise More impromptu speeches Use different venues Small group practice</td>
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<tr>
<td>Students should be able to speak and write effectively. Students should be able to express ideas in an articulate and persuasive way.</td>
<td>Demonstrate appropriate vocal variety (e.g., pitch, rate, volume) while controlling speech anxiety.</td>
<td>Feedback sheet to student Exercises Outlines</td>
<td>Grades</td>
<td>Greater use of speech tutors Detailed feedback to students More impropmtu speeches Use different venues Early semester presentation Videotape speeches</td>
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<tr>
<td>Students should be able to speak and write effectively. Students should be able to express ideas in an articulate and persuasive way.</td>
<td>Demonstrate fluency when delivering speech from notes or outline.</td>
<td>Speech outline Feedback sheet to student</td>
<td>Grades Video taped</td>
<td>Greater use of speech tutors Special workshop Detailed feedback to students Students to submit prepare outline Provide more readings More activities</td>
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<tr>
<td>Students should be able to speak and write effectively. Students should be able to express ideas in an articulate and persuasive way.</td>
<td>Use nonverbal cues to enhance the speech rather than detract from it.</td>
<td>Feedback sheet to student Outlines</td>
<td>Grades</td>
<td>Greater use of speech tutors Workshop Detailed feedback to students Greater use of videos Exercises</td>
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<td>Students should be able to express ideas in an articulate and persuasive way.</td>
<td>Use visual aids (e.g., multimedia) effectively.</td>
<td>Visual aids use Outlines</td>
<td>Grades</td>
<td>Require PowerPoint More examples</td>
</tr>
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