

## Core Assessment Matrix Review

### Public Speaking

| Core Curriculum Goals                                                                                                                                                                                       | Learning Outcomes                                                                                                                   | Examples of Measurement                                                                                                                                                               | Examples of Evidence           | Faculty Follow-up Plans                                                                                                                               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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<br>Policy proposal speech<br>Community development proposal<br>Readings & discussions<br>Oral and written assignments<br>Group projects<br>Video tape of speech given<br>Tests | Grades                         | Link lectures to tests<br>Add exercises<br>More readings/discussions<br>More frequent speeches<br>More Q&A after speech<br>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<br>Student debates<br>Test items<br>Student peer critique<br>Letter to self<br>Exercises                                                                                       | Grades<br>Video taped speeches | Continue use of audio and video critique<br>More explanation<br>More prompting in debates<br>Student to create concept list                           |
| Students should understand the process of seeking truth and disseminating knowledge. Students should understand and value cultural and ethnic differences in a multicultural society and globalizing world. | Identify and evaluate ethical issues in public address, including plagiarism and gender and cultural stereotyping.                  | Exercises & Discussion<br>Readings<br>Instructor observation<br>Articles & advertisements<br>Tests<br>Feedback<br>Role plays<br>Case studies                                          | Source citations<br>Grades     | More examples<br>More readings<br>More use of current events<br>Add case study<br>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<br>Readings and Exercises<br>Tests<br>Outside speaker evaluation<br>Group thesis statement writing                                                                 | Grades                         | Workshop<br>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.            | Audience analysis<br>Written analysis<br>Exams                                                                                                                                        | Grades                         | More library time<br>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<br>Discussions and readings<br>Regular impromptus<br>Test items<br>Written analysis                                                                                         | Completed exercises<br>Grades  | More examples/readings<br>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<br>Audience analysis                                                                                                                                                         | Grades                         | More examples/readings<br>Group audience analysis                                                                                                     |

| <b>Core Curriculum Goals</b>                                                                                                          | <b>Learning Outcomes</b>                                                                                                                  | <b>Examples of Measurement</b>                     | <b>Examples of Evidence</b>                   | <b>Faculty Follow-up Plans</b>                                                                                                                                      |
|---------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|-----------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Students should be able to express ideas in an articulate and persuasive way.                                                         | Demonstrate facility in multiple genres/ modes of public discourse, organizing material in a manner appropriate to the speech genre/mode. | Speeches<br>Assignments<br>Outlines<br>Exams       | Outline evaluation<br>Presentations<br>Grades | More examples<br>More discussion<br>Broader range of speeches<br>More impromptu speeches                                                                            |
| Students should be able to express ideas in an articulate and persuasive way.                                                         | Create a speech outline that categorizes and subordinates ideas to produce a clear, appropriate organizational pattern.                   | Speech outline<br>Tests<br>Exams                   | Grades                                        | More examples<br>More meetings with students                                                                                                                        |
| Students should be able to speak and write effectively.                                                                               | Properly cite a variety of sources.                                                                                                       | Homework<br>Outlines<br>Exams                      | Grades                                        | Increase activity<br>More direct discussion                                                                                                                         |
| Students should be able to speak and write effectively. Students should be able to express ideas in an articulate and persuasive way. | Adjust voice appropriately to audience, room and material.                                                                                | Feedback sheet to student<br>Outlines              | Grades                                        | Detailed feedback to students<br>Outdoor vocal exercise<br>More impromptu speeches<br>Use different venues<br>Small group practice                                  |
| Students should be able to speak and write effectively. Students should be able to express ideas in an articulate and persuasive way. | Demonstrate appropriate vocal variety (e.g., pitch, rate, volume) while controlling speech anxiety.                                       | Feedback sheet to student<br>Exercises<br>Outlines | Grades                                        | Greater use of speech tutors<br>Detailed feedback to students<br>More impromptu speeches<br>Early semester presentation<br>Videotape speeches                       |
| Students should be able to speak and write effectively. Students should be able to express ideas in an articulate and persuasive way. | Demonstrate fluency when delivering speech from notes or outline.                                                                         | Speech outline<br>Feedback sheet to student        | Grades<br>Video taped                         | Greater use of speech tutors<br>Special workshop<br>Detailed feedback to students<br>Students to submit prepare outline<br>Provide more readings<br>More activities |
| Students should be able to speak and write effectively. Students should be able to express ideas in an articulate and persuasive way. | Use nonverbal cues to enhance the speech rather than detract from it.                                                                     | Feedback sheet to student<br>Outlines              | Grades                                        | Greater use of speech tutors<br>Workshop<br>Detailed feedback to students<br>Greater use of videos<br>Exercises                                                     |
| Students should be able to express ideas in an articulate and persuasive way.                                                         | Use visual aids (e.g., multimedia) effectively.                                                                                           | Visual aids use<br>Outlines                        | Grades                                        | Require PowerPoint<br>More examples                                                                                                                                 |