

ORAL COMMUNICATION AND CRITICAL THINKING REPORT - 2018

University of San Francisco

Office of Assessment and Accreditation Support

The Process

At the request of the Office of Assessment and Accreditation Support, Media Services videotaped senior presentations from Creative Activity & Research Day (CARD), as well as from courses populated by graduating seniors in the College of Arts & Sciences, the School of Management, and the School of Nursing & Health Professions in the spring 2018 semester. Presentations were collected from programs across the three discipline areas in the College of Arts & Sciences—Arts & Humanities, Math & Sciences, and Social Sciences—that graduated the highest percentages of students in 2018, as well as the BS Business Administration and BS Nursing programs.

This resulted in the collection of 149 artifacts—95 individual and 54 group presentations—for a total of 254 presenters. Four artifacts were used for calibration—two individual and two group presentations—for a total of 6 presenters. Prior to scoring, at least 75% of student artifacts were expected to meet or exceed competency standards set by faculty.

Faculty Raters

Eighteen faculty evaluated nine sets of student presentations on May 25th, 2018. Two faculty scored a 10th set at a later date. Two faculty scored each presentation. In the cases in which consensus was not achieved, a third faculty evaluated the presentation to help reach consensus.

The Rubric

Faculty raters scored student work using an integrated oral communication and critical thinking rubric developed by Rhetoric & Language faculty (see appendix). Oral communication was composed of three criteria: central message and organization, delivery techniques and language, and content. Critical thinking was composed on two criteria: assumptions and student's position. Raters scored each artifact on a 4-pt. scale (1 = *Unsatisfactory*, 4 = *Exemplary*). Artifacts met or exceeded standards when rated as competent (3) or exemplary (4).

SUMMARY

Oral Communication

- Across the three oral communication criteria, students, on average, were scored highest on content (3.32) and lowest on delivery techniques and language (2.96) at the institutional level. Student presentations from CARD were scored highest (3.58) by the faculty raters and students from the Arts & Humanities area of College of Arts & Sciences were scored lowest (2.82).
- At the institutional level, 96% of the students met or exceeded standards for central message and organization, 87% met or exceeded standards for delivery techniques and language, and 97% met or exceeded standards for content. At the event, area, or school level, all students met or exceeded standards across the institution for oral communication, with the exception of delivery techniques and language for students in the Arts & Humanities area of College of Arts & Sciences (74%).
- Inter-rater reliability was high across the three oral communication criteria (97%).

Critical Thinking

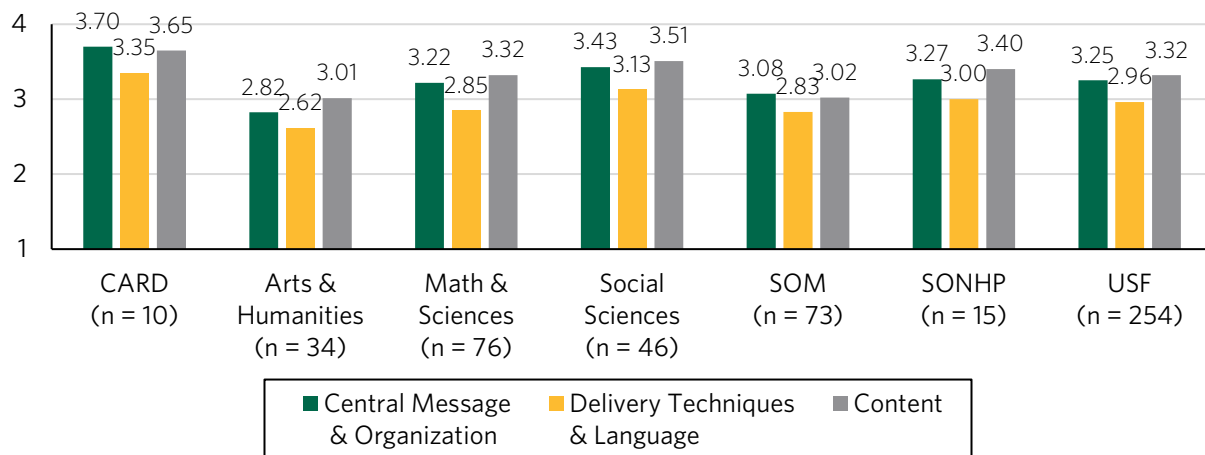
- Between the two critical thinking criteria, students, on average, were scored the same for assumptions (3.20) and student's position (3.20) at the institutional level. Student presentations from CARD were scored highest (3.60) by the faculty raters and students from the School of Management were scored lowest (2.84).
- At the institutional level, 92% of the students met or exceeded standards for assumptions and 95% met or exceeded standards for student's position. At the event, area, or school level, all students met or exceeded standards across the institution for critical thinking.
- Inter-rater reliability was high between the two critical thinking criteria (98%).

ORAL COMMUNICATION

Average Performance

The figure below depicts the average performance level of students within each event, area, or school on the three oral communication criteria. Across the criteria:

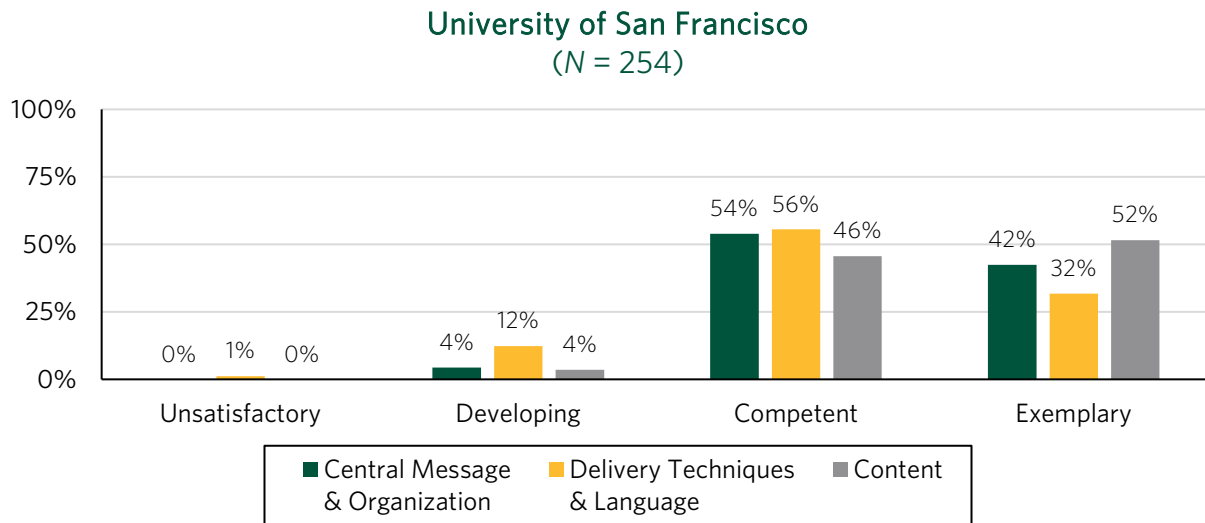
- CARD presenters scored an average of **3.58**, with means ranging between **3.35 (delivery techniques and language)** and **3.70 (central message and organization)**.
- Arts & Humanities presenters scored an average of **2.82**, with means ranging between **2.62 (delivery techniques and language)** and **3.01 (content)**.
- Math & Sciences presenters scored an average of **3.26**, with means ranging between **2.85 (delivery techniques and language)** and **3.32 (content)**.
- Social Sciences scored an average of **3.16**, with means ranging between **3.13 (delivery techniques and language)** and **3.51 (content)**.
- School of Management scored an average of **3.13**, with means ranging between **2.83 (delivery techniques and language)** and **3.08 (central message and organization)**.
- School of Nursing & Health Professions scored an average of **3.33**, with means between **3.00 (central message and organization)** and **3.40 (content)**.



Overall Competence

The figure below depicts the percentage of each competence level for USF. Artifacts met or exceeded standards when rated competent or exemplary.

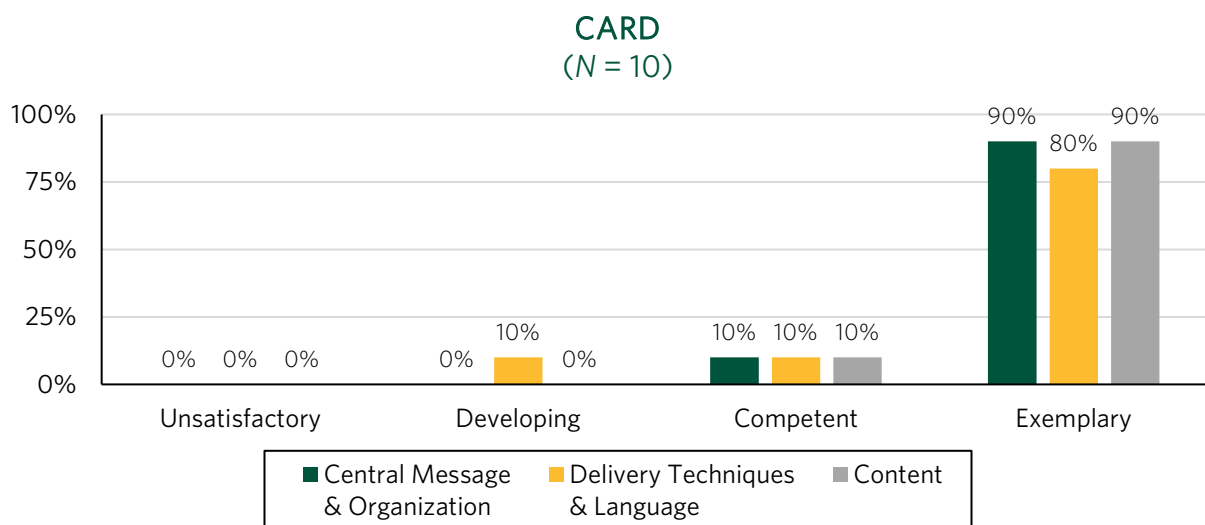
- Overall, **96%** of the presenters met or exceeded standards for **central message and organization**, **87%** met or exceeded standards for **delivery techniques and language**, and **97%** met or exceeded standards for **content**.



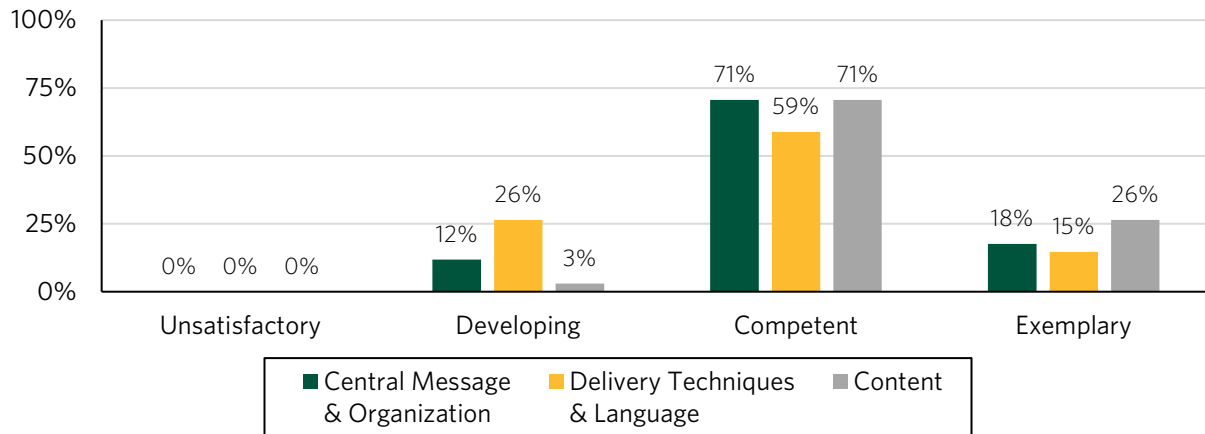
Competence by Event, Area, or School

The figures on this page and the following pages depict the percentage of each competence level for oral communication broken down by event, area, or school. Artifacts met or exceeded standards when rated competent or exemplary.

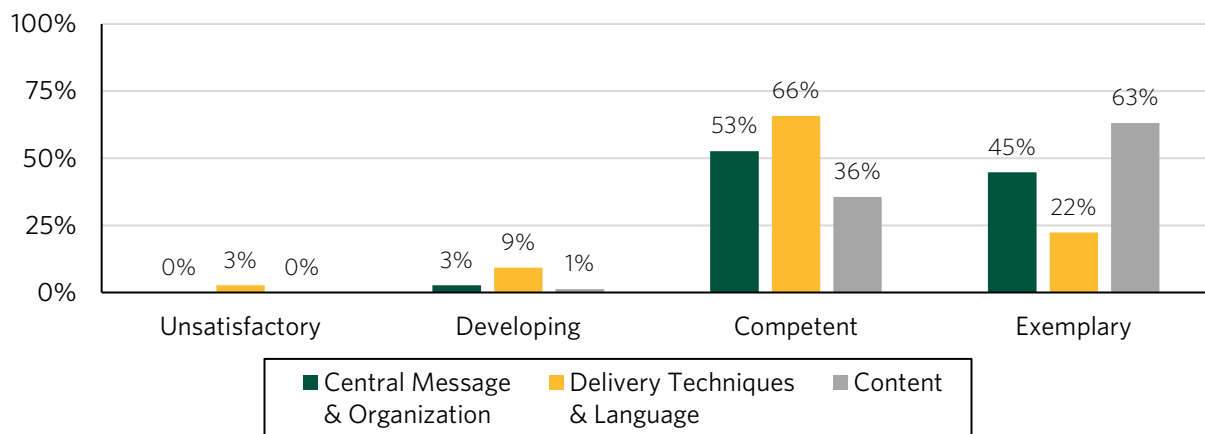
- **100%** of the CARD presenters met or exceeded standards for **central message and organization**, **90%** met or exceeded standards for **delivery techniques and language**, and **100%** met or exceeded standards for **content**.
- For Arts & Humanities, **88%** of the presenters met or exceeded standards for **central message and organization**, **74%** met or exceeded standards for **delivery techniques and language**, and **97%** met or exceeded standards for **content**.
- For Math & Sciences, **97%** of the presenters met or exceeded standards for **central message and organization**, **88%** met or exceeded standards for **delivery techniques and language**, and **99%** met or exceeded standards for **content**.
- For Social Sciences, **98%** of the presenters met or exceeded standards for **central message and organization**, **98%** met or exceeded standards for **delivery techniques and language**, and **100%** met or exceeded standards for **content**.
- For the School of Management, **96%** of the presenters met or exceeded standards for **central message and organization**, **82%** met or exceeded standards for **delivery techniques and language**, and **90%** met or exceeded standards for **content**.
- For the School of Nursing & Health Professions, **93%** of the presenters met or exceeded standards for **central message and organization**, **93%** met or exceeded standards for **delivery techniques and language**, and **100%** met or exceeded standards for **content**.



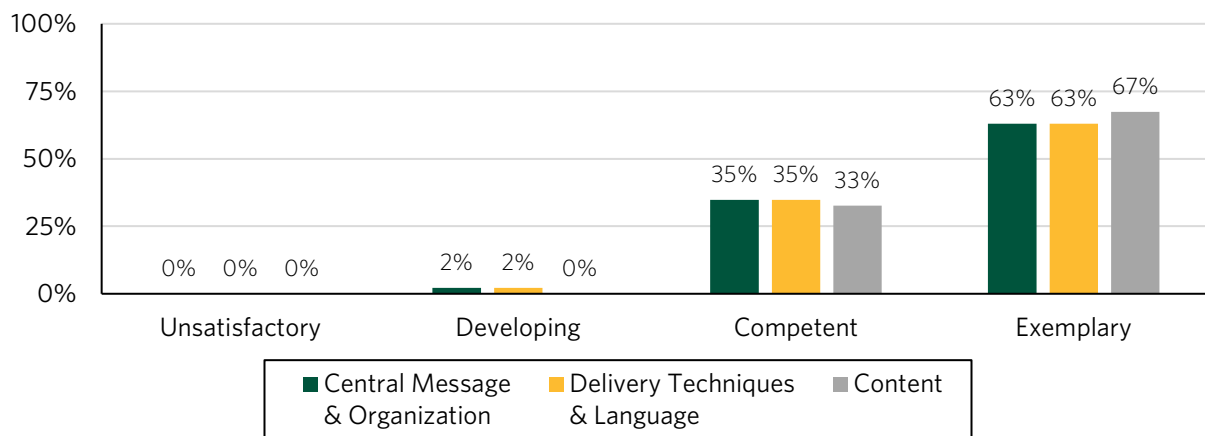
Arts & Humanities (N = 34)



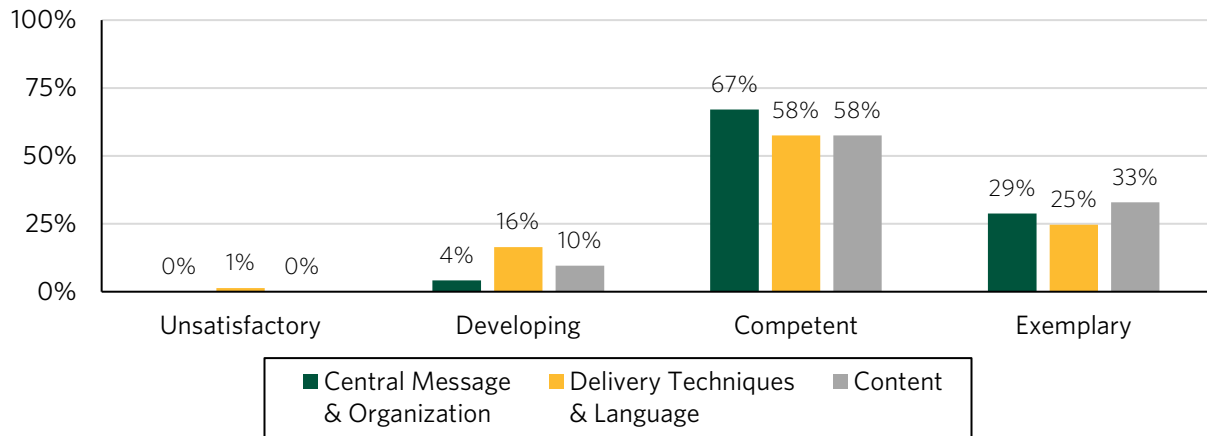
Math & Sciences (N = 76)



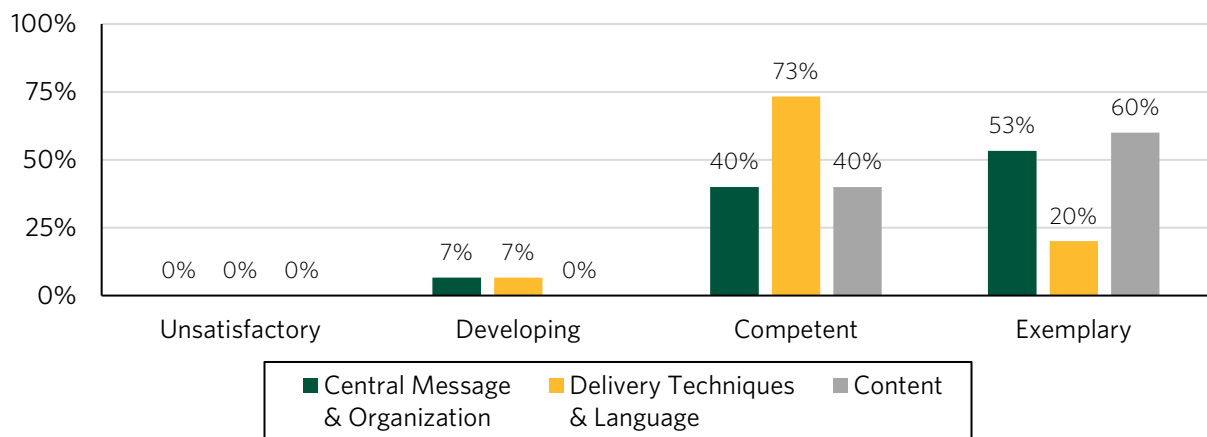
Social Sciences (N = 46)



School of Management
(N = 73)

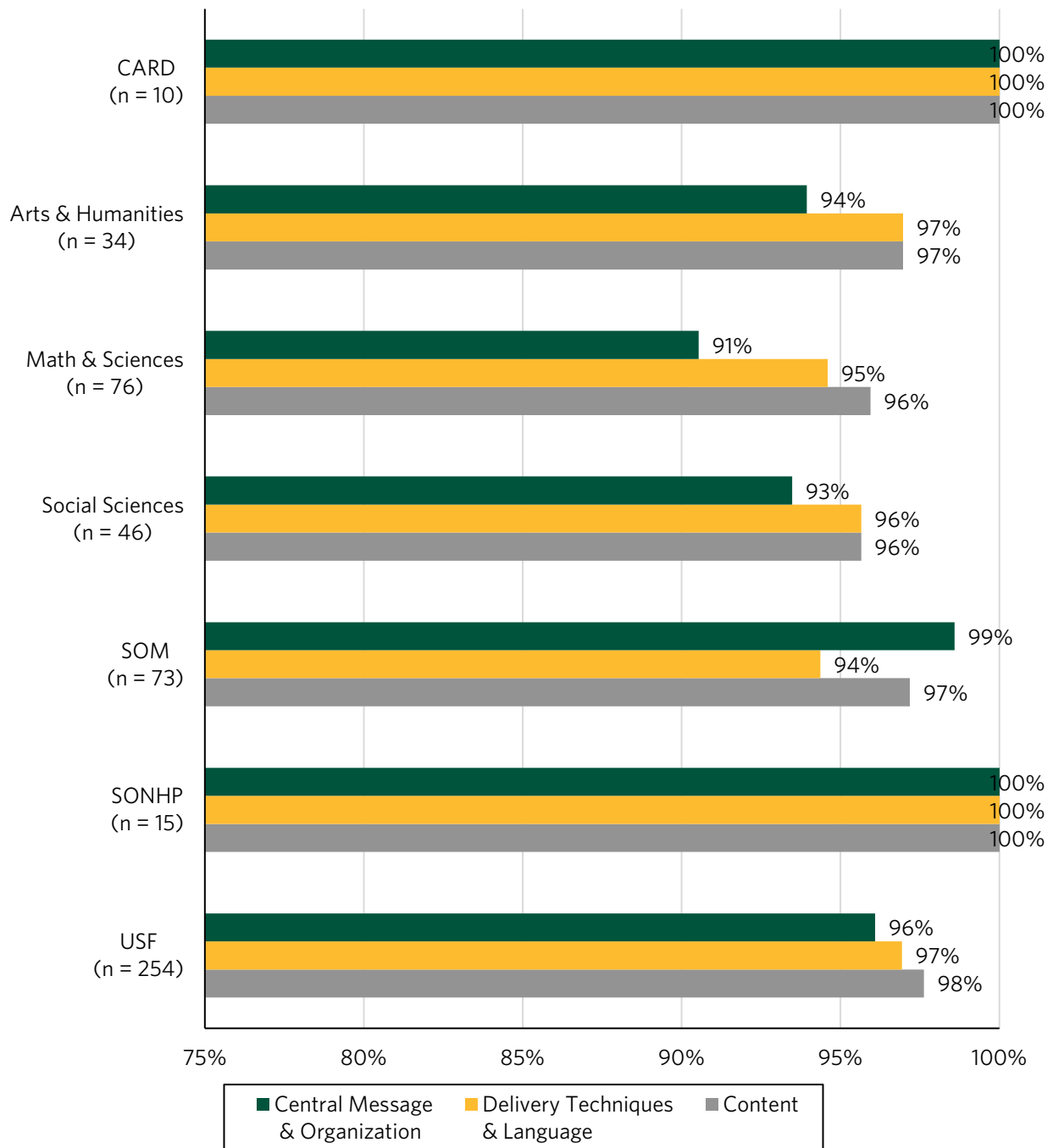


School of Nursing & Health Professions
(N = 15)



INTER-RATER RELIABILITY

As agreed upon during the calibration session, consensus was achieved when agreement was perfect or within one point. Inter-rater reliability for oral communication across artifacts was high. On average, raters reached consensus **97%** of the time. Average agreement ranged from **94%** for **Math & Sciences** to **100%** for **CARD** and **School of Nursing & Health Professions** (tie).

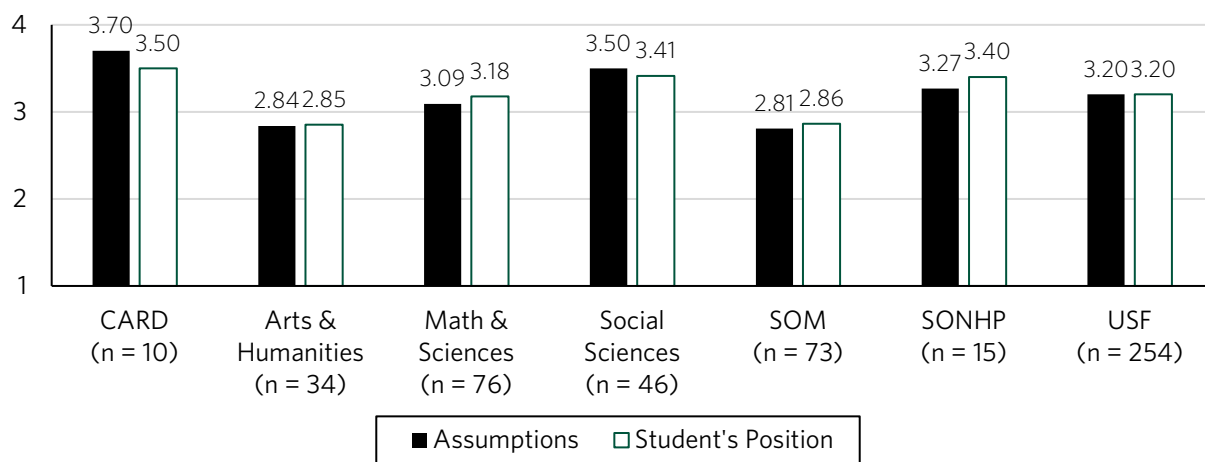


CRITICAL THINKING

Average Performance

The figure below depicts the average performance level of students within each event, area, or school on the two critical thinking criteria. Between the criteria:

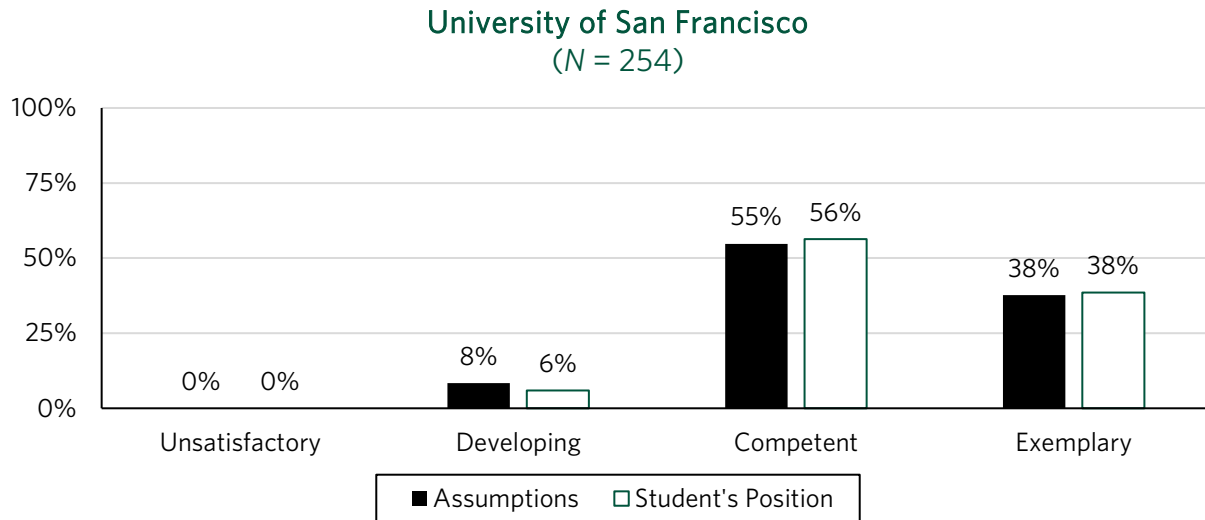
- CARD presenters scored an average of **3.60**, with means ranging between **3.50 (student's position)** and **3.70 (assumptions)**.
- Arts & Humanities presenters scored an average of **2.85**, with means ranging between **2.84 (assumptions)** and **2.85 (student's position)**.
- Math & Sciences presenters scored an average of **3.15**, with means ranging between **3.09 (assumptions)** and **3.18 (student's position)**.
- Social Sciences scored an average of **3.46**, with means ranging between **3.41 (student's position)** and **3.50 (assumptions)**.
- School of Management scored an average of **2.84**, with means ranging between **2.81 (assumptions)** and **2.86 (student's assumptions)**.
- School of Nursing & Health Professions scored an average of **3.33**, with means between **3.27 (assumptions)** and **3.40 (student's position)**.



Overall Competence

The figure below depicts the percentage of each competence level for USF. Artifacts met or exceeded standards when rated competent or exemplary.

- Overall, **92%** of the presenters met or exceeded standards for **assumptions** and **95%** met or exceeded standards for **student's position**.

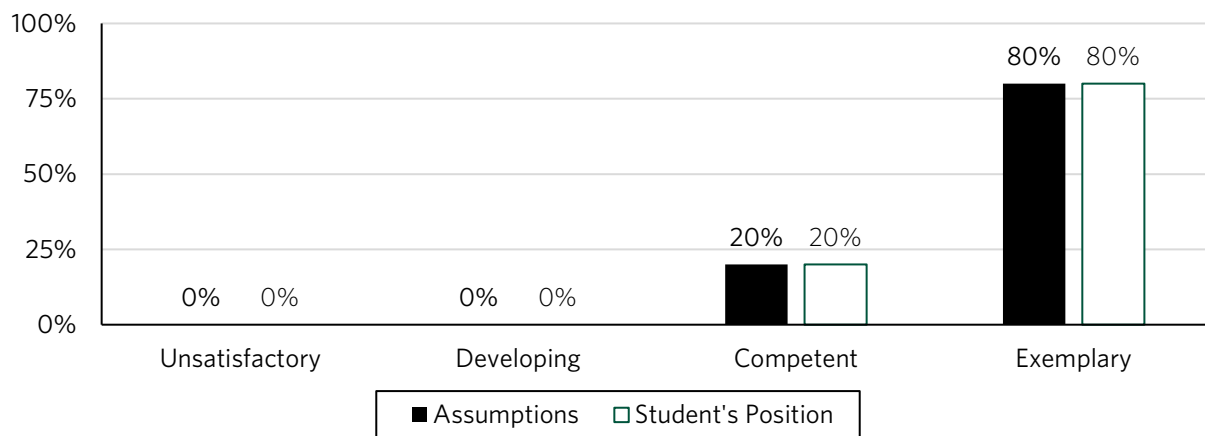


Competence by Event, Area, or School

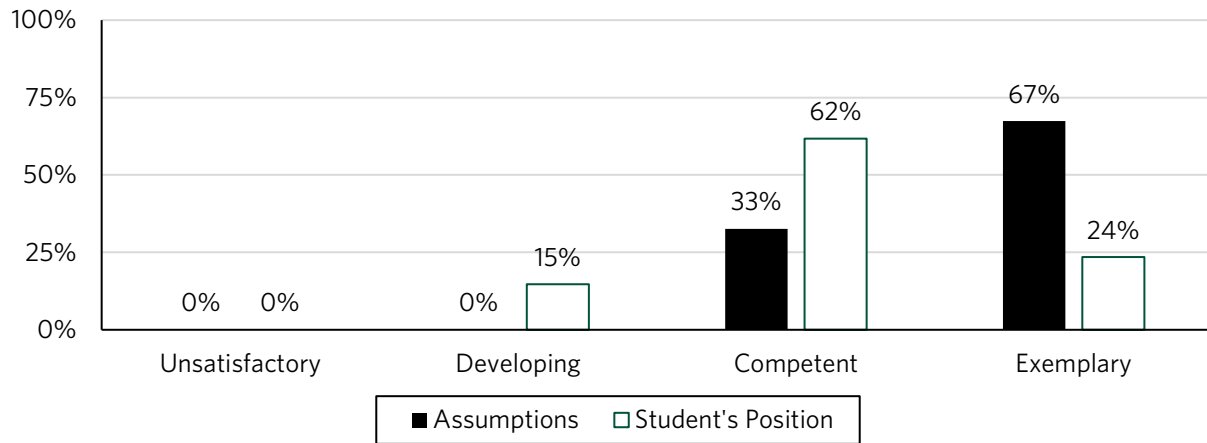
The figures on this page and the following pages depict the percentage of each competence level for critical thinking broken down by event, area, or school. Artifacts met or exceeded standards when rated competent or exemplary.

- **100%** of the CARD presenters met or exceeded standards for both **assumptions** and **student’s position**.
- For Arts & Humanities, **82%** of the presenters met or exceeded standards for **assumptions** and **85%** met or exceeded standards for **student’s position**.
- For Math & Sciences, **93%** of the presenters met or exceeded standards for **assumptions** and **99%** met or exceeded standards for **student’s position**.
- For Social Sciences, **100%** of the presenters met or exceeded standards for **assumptions** and **98%** met or exceeded standards for **student’s position**.
- For the School of Management, **89%** of the presenters met or exceeded standards for both **assumptions** and **student’s position**.
- For the School of Nursing & Health Professions, **87%** of the presenters met or exceeded standards for **assumptions** and **100%** met or exceeded standards for **student’s position**.

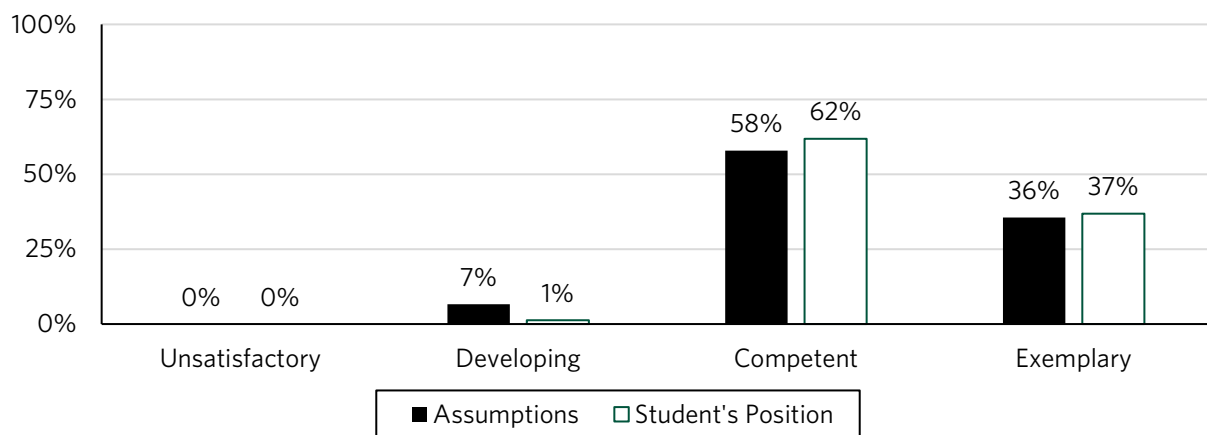
CARD
(N = 10)



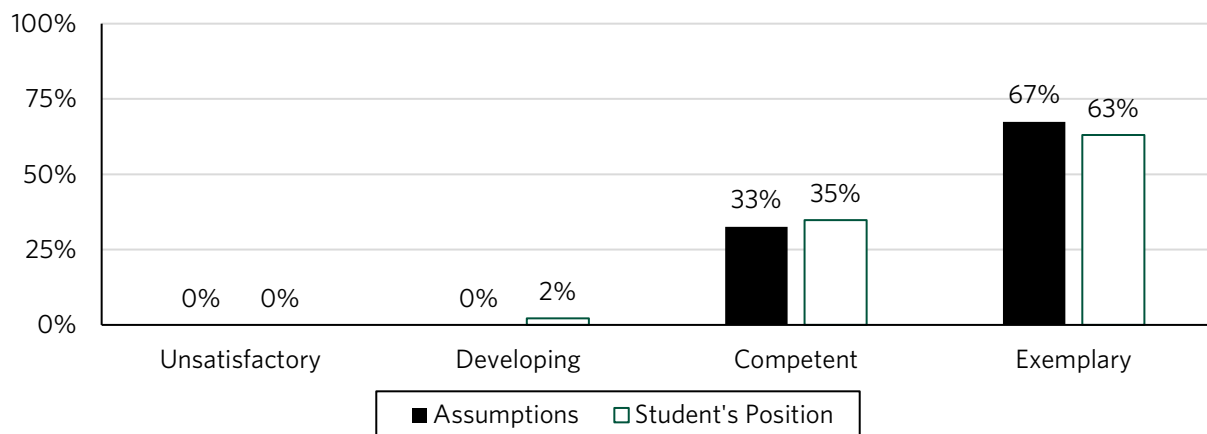
Arts & Humanities
(N = 34)



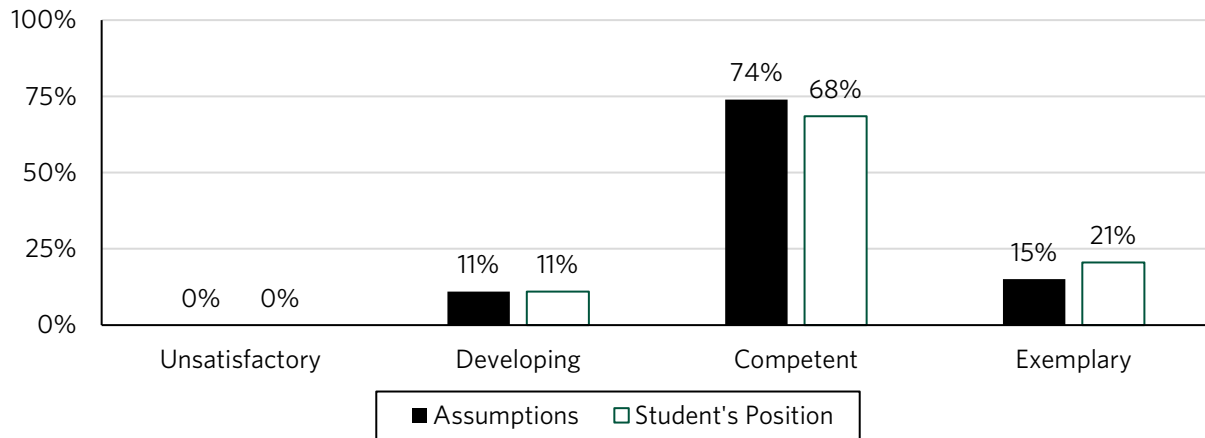
Math & Sciences
(N = 76)



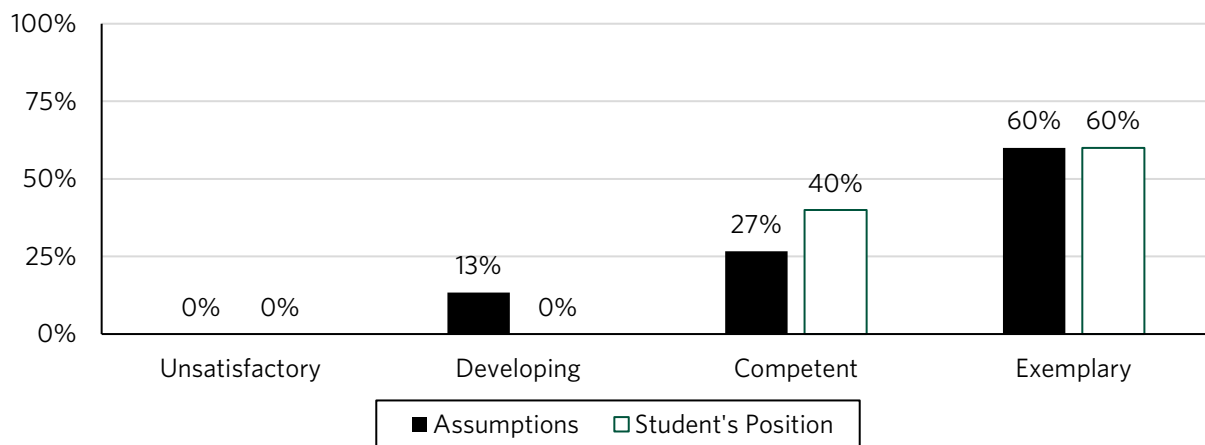
Social Sciences
(N = 46)



School of Management
(N = 73)

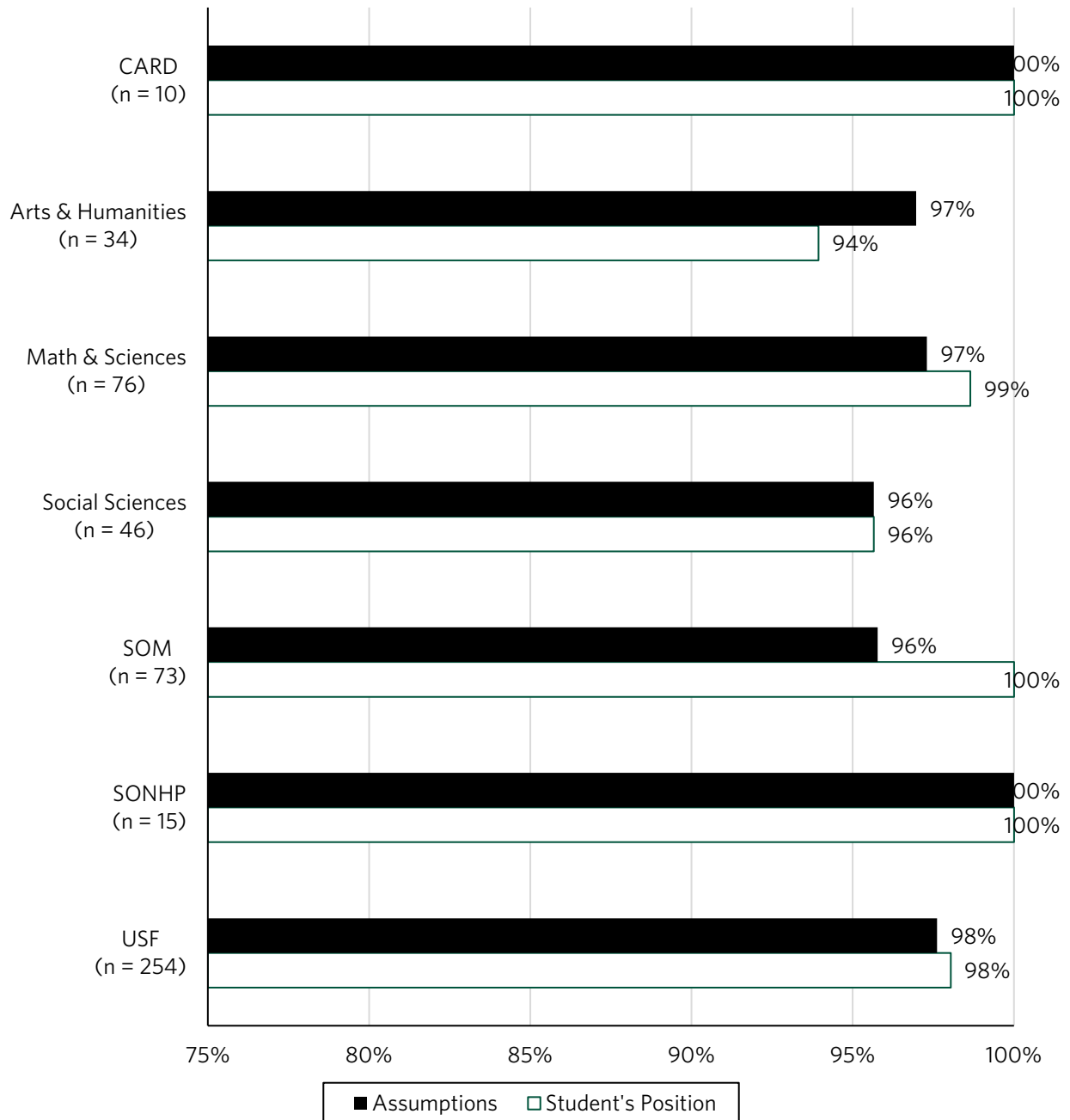


School of Nursing & Health Professions
(N = 15)



INTER-RATER RELIABILITY

Inter-rater reliability for critical thinking across artifacts was high. On average, raters reached consensus **98%** of the time. Average agreement ranged from **96%** for **Social Sciences** to **100%** for **CARD** and **School of Nursing & Health Professions** (tie).



REFLECTION

Strengths

- Program chairs and faculty were provided with more advance notice of this year's assessment. The collection of more student artifacts increased the number of performances to evaluate, which allows for a more robust understanding of students' oral communication and critical thinking skills compared to the pilot assessment project (2017).
- As with last year's pilot assessment, calibration was productive and consensus was achieved after a vigorous discussion of the rubric. This calibration lead to high inter-rater reliability for both oral communication and critical thinking.

Limitations

- Although there was an increase in the number of student artifacts, a small number of artifacts from the School of Nursing & Health Professions were collected for the second year. Additional assistance may be necessary to identify and collect student work that is suitable for assessment from the School of Nursing & Health Professions.

Moving Forward

- Critical thinking was integrated into the existing oral communication rubric. This strategy allows USF to assess critical thinking each year, while alternating between written communication and oral communication.