General Education Annual Course Assessment Form

Course Number/Title COMM20/20N   GE Area A1 Oral Communication

Results reported for AY 2012-2013 # of sections 68   # of instructors 18/10 (Fall 12/Spring 13)

Course Coordinators: Drs. Ge Gao, Deanna Fassett, & Shawn Spano email: ge.gao@sjsu.edu

Department Chair: Dr. Stephanie Coopman   College: Social Sciences

Instructions: Each year, the department will prepare a brief (two page maximum) report that documents the assessment of the course during the year. This report will be electronically submitted by the department chair to the Office of Undergraduate Studies with an electronic copy to the home college by September 1 of the following academic year.

Part 1

To be completed by the course coordinator:

> (1) What CLO(s) were assessed for the course during the AY?

CLO4: Students will be able to assume the ethical responsibilities of the public speaker, including basic understanding of the economic, legal, and social issues surrounding the access and use of the information.
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> (2) What were the results of the assessment of this course? What were the lessons learned from the assessment?

Fall 2012 - 1,548 students were assessed.
Spring 2013 - 250 students were assessed.

- discuss in more detail when to cite
- ethics not a one-lecture discussion, but rather something that should be continually integrated into lecture
- have students develop an understanding of the importance of citations and academic integrity makes a difference in their ability to cite
- involve someone like the Director of the Office of Student Conduct and Ethical Development helped them hear the importance of using information from someone who deals with academic integrity on our campus
- pair students with a stronger understanding of this CLO with those who were struggling made it easier for them to ask questions and truly hone in on what they were missing
- schedule a library tour for students with our Department Library Liaison
- have students complete the library research module in the Communication Center
- have students read and respond to the academic integrity policy
- assign an annotated bibliography, including debriefing in groups (where they explore challenges they had in locating a variety of credible sources and brainstorm possibilities for their subsequent speeches).
- use a modified source citation worksheet
- introduce students to the OWL at Purdue University website as an alternative for teaching students how to accurately and ethically cite source materials
- create a grading system and point totals that are directly tied to ethics as way to motivate students to learn the skill
- explicitly address Wikipedia in class; rather than demonizing it, work with students to determine when and how (i.e., under what circumstances) they can use it
- require students to cite a source three times: orally, in text and in the references page
- provide a model for students by showing them a speech that is developed and presented in an ethically-

sound manner (source material cited, information presented fairly, etc.)

(3) What modifications to the course, or its assessment activities or schedule, are planned for the upcoming year? (If no modifications are planned, the course coordinator should indicate this.)

- plan a library research session and discuss different ways to orally cite sources
- plan on discussing the differences between APA style, MLA, etc., specifically going more in-depth into why we cite, the purpose, etc.
- have students read the Academic Integrity Policy before coming to class
- have the Director of the Office of Student Conduct and Ethical Development, Staci Gunner come facilitate a workshop in my class
- incorporate in an activity to help students learn about citing their sources orally
- implement the idea of giving examples of poor ethical speaking, so that they know what NOT to do
- consider an engagement that requires students to attend a workshop on ethics in the classroom––if there is one available
- plan on reviewing successful outlines from previous semesters as models for current and future semester
- want to explore using Wikipedia more fully in COMM 20/20N, they can access resources from the National Communication Association, which has a partnership with Wikipedia.

Part 2

To be completed by the department chair (with input from course coordinator as appropriate):

(4) Are all sections of the course still aligned with the area Goals, Student Learning Objectives (SLOs), Content, Support, and Assessment? If they are not, what actions are planned?

Yes, all sections of COMM 20 and COMM 20N remain in alignment. In person and online assessment meetings facilitate this alignment with SJSU Studies Area A1 goals, SLOS, content, support, and assessment. In addition, the adoption of a common textbook and similarity of assignments help maintain continuity across sections.