

University of Minnesota Morris Digital Well

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Assessment of Student Learning Reports

Assessment of Student Learning Committee
(Inactive)

Spring 2017

Communication, Media, and Rhetoric Senior Seminar Presentations Assessment Report 2016/2017

Communication, Media, and Rhetoric Discipline

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Assessment of Communication, Media, and Rhetoric (CMR) senior seminar presentations Sp'17

The seniors in the CMR discipline presented a condensed TED talk-style version of their completed original research projects to an audience of students, faculty, friends, and family at the end of the Spring 2017 semester. Dr. Burke and Dr. Sotirova graded the talks of the 14 senior students utilizing a 25-item rubric adapted from the one used to evaluate their presentations in the Advanced Public Speaking class, thus providing feedback on the way they apply the skills learnt there. The grading rubric focused on a range of skills, with particular attention paid to the speaker's explanation of research and theoretical framework used, their delivery, use of visual when presenting to a wider, and not solely academic audience, as well as their ability to answer audience questions.

For each of the 25 items a rating of 5-points (from 1-poor to 5-excellent) was utilized, where Dr. Burke and Dr. Sotirova graded half of the senior students (presenting simultaneously in two rooms) each after conferring and agreeing on their criteria. Examining both professor ratings of the students' presentations allows the CMR discipline to assess student understanding and skills as this is their capstone project.

Below is the analysis of which areas received the most "poor," or "fair" ratings as well as "good" or "excellent" in order for the CMR discipline to both highlight what areas need more attention in the future as well as what areas students excel at as a result of their experience in the major.

Areas in need of development:

Delivery

Ease of delivery (nervousness, pacing, voice projection): 29% (n = 4) neutral or below

Organization

Effective transitions: 29% (n = 4) neutral or below

Visual

Effective use of visual: 21% (n = 3) neutral or below

Areas of excellence:

Structure and Research

Summary of research: 86% (n = 12) good or excellent

Grounded in theory: 86% (n = 12) good or excellent

Description of artifacts studied: 93% (n = 13) good or excellent

Other

Attention getters: 86% (n = 12) good or excellent

Clarity to a non-specialist: 86% (n = 12) good or excellent

Overall effectiveness of the presentation: 86% (n = 12) good or excellent