**Communication Studies Fall 2016 Assessment**

**Assignment**

We will be using the persuasive speech assignment to assess outcome #1 in COMM 1 this term.  The persuasive speech rubric will be the assessment artifact. There are two options for assessing this outcome, 1) You may elect to conduct your assessment in Canvas, or 2) you may manually assess the outcome without using Canvas. Some of the benefits of using Canvas for the assessment process is that Canvas can streamline the assessment process by connecting outcomes to assignments, collect and summarize the data, and Canvas can also serve as a repository for artifacts. In addition, using Canvas allows the college to connect demographic data to student learning outcomes which is an important component of meeting our accreditation standards. Select either the Canvas or manual option below.

**To conduct assessment in Canvas**

* 1. If you already have your assignments in Canvas, using the outcome tool will likely be straightforward. In order to use the outcome tool in Canvas you have to use or be willing use the rubric tool in Canvas, because the outcome must be attached to a rubric. There are links below to an overview and detailed instructions on using Canvas for outcomes assessment on the online faculty resource page. Click on the following page and scroll down to the heading “Student learning Outcomes and Canvas” for both the overview or detailed instructions.
     1. http://www.redwoods.edu/online/Help/Faculty
  2. Please contact Reno Giovannetti, our instructional technologist, who will set up the outcomes at the account level so that the college can use the data for accreditation purposes. He is available to support you through this process.
     1. Reno’s contact information -  [reno-giovannetti@redwoods.ed](https://mail.redwoods.edu/owa/redir.aspx?C=mEVFWwYKRfBuPN_C2ZirJpK3-Fg41oygo5Pb074MqL7TssZ9mDrUCA..&URL=mailto%3areno-giovannetti%40redwoods.ed),  Office: LRC 104B  (707) 476-4568
  3. Once you have imported the outcome into your course and uploaded it to your rubric, use the assignment rubric to grade the speech.
  4. Determine where each student fits within the following categories; Exceed Expectations, Meet Expectations, Fail to Meet Expectations, or were not assessed by using the final rubric grade for the assignment as follows:
     1. Exceed Expectations – A
     2. Meet Expectations – B or C
     3. Fail to Meet Expectations - D or F
     4. Not assessed –
  5. Please keep a blank document open while you are grading the student speeches so that you can collect qualitative data and note observations/patterns that will later inform our assessment dialogue and the assessment report.  For example, maybe you noticed that rubric items that were repeatedly marked down were oral citation of sources, extemporaneous speaking, or credibility of sources.
  6. Make sure that you complete the outcome assessment ranking in the outcome at the bottom of the rubric.
  7. Follow the instructions for exporting your outcome data into an Excel sheet.
  8. Email the Canvas outcome report (Excel sheet) and a document with your observations/assessment notes to \_\_\_\_\_\_\_\_\_\_\_ for each COMM 1 course by \_\_\_\_\_\_\_\_\_. Be sure to label which course section goes with which information.

1. **Manual outcomes assessment** (Not in Canvas)
   1. Use a detailed persuasive speech rubric to grade the student speeches.
   2. Type up your observations, or patterns that you noticed during the grading process. For example, maybe you noticed that rubric items that were repeatedly marked down were oral citation of sources, extemporaneous speaking, or credibility of sources. This will become part of our assessment dialogue and reporting process.
   3. Determine how many students fit within the following categories; Exceed Expectations, Meet Expectations, Fail to Meet Expectations, or were not assessed.
      1. Exceed Expectations – A
      2. Meet Expectations – B or C
      3. Fail to Meet Expectations - D or F
      4. Not assessed –
   4. Make copies or scan the student's assignment rubrics (artifacts) that were used to grade the persuasive speech assignment.
   5. Summarize the data regarding the number of students that exceeded, met, failed to meet, and where not assessed in a digital document.
   6. Email your summary of the data, and your observation/ assessment notes for each COMM 1 course to \_\_\_\_\_\_\_\_\_\_\_ by \_\_\_\_\_\_\_\_\_\_\_\_\_.
   7. The artifacts can be forwarded at a later date, either by emailing the scanned copies or dropping off the paper copies (or send by campus mail) to \_\_\_\_\_\_\_\_\_\_\_\_. Be sure to label which course section goes with what information.

Please know that your individual assessment results will in NO WAY impact your evaluation as a faculty member. College of the Redwoods does not use your assessment results in this way. In fact, we expect that each of us will have students who aren’t meeting the outcomes and this is OK – it indicates that there is room for growth and revision of our pedagogy and potentially of our student support services. In fact, it’s somewhat of an anomaly if every student in all of your sections is “meeting or exceeding” expectations!

Thank you for participating in this very important effort to assess student learning and continually improve our process and student outcomes.