

Oral Communication

Students take an oral communication class typically in their first or second year of college. Some data from this course (COM100) has been gathered via LiveText. This is not a random sample, since not all faculty members teaching the course made use of LiveText.

Note that the benchmark is that 75% of the students should be good or excellent in each of the areas assessed.

COM100 - Fall 2011

Number scored 180

Number enrolled 353

	Inadequate (1 pts)	Novice (2 pts)	Good (3 pts)	Excellent (4 pts)	Good or Excellent
General Purpose Persuade or Inform	1	16	43	120	91%
Significance of the Topic	1	25	55	98	85%
Audience Adaptation	2	21	68	89	87%
Introduction	3	18	66	93	88%
Clear Thesis Statement / Preview	3	16	43	96	88%
Organization	0	24	65	91	87%
Supporting Material / Sources	4	28	84	64	82%
Signposts and Transitions	14	44	91	31	68%
Conclusion	6	31	78	65	79%
Vocal Delivery Elements	1	46	100	31	74%
Nonverbal Delivery Elements	1	29	95	55	83%
Visual Aids	9	6	67	98	92%
Professionalism and Dress	2	2	33	143	98%
Outline & Bibliography	5	15	47	91	87%
Time / Length	4	22	46	108	86%

COM100 - Spring 2012

Number scored

231

Number enrolled

231 (219 at end of semester)

	Inadequate (1 pts)	Novice (2 pts)	Good (3 pts)	Excellent (4 pts)	Good or Excellent
General Purpose Persuade or Inform	1	20	50	160	91%
Significance of the Topic	2	29	65	134	87%
Audience Adaptation	2	25	80	124	88%
Introduction	4	23	75	129	88%
Clear Thesis Statement / Preview	4	25	57	123	86%
Organization	0	29	80	121	87%
Supporting Material / Sources	5	37	90	99	82%
Signposts and Transitions	15	49	105	62	72%
Conclusion	8	36	97	90	81%
Vocal Delivery Elements	1	55	116	57	76%
Nonverbal Delivery Elements	1	37	105	88	84%
Visual Aids	10	10	76	135	91%
Professionalism and Dress	3	3	33	192	97%
Outline & Bibliography	9	16	56	128	88%
Time / Length	6	26	61	138	86%