



Essential Studies Assessment

Oral Communication

Spring 2023



Assessing Essential Studies

Oral Communication

Training Overview

1. Review of UND Essential Studies (ES)
2. Review of ES validation and revalidation process
3. Review of ES Assessment process
4. Assessing Oral Communication
 - a. AAC&U Oral Communication VALUE Rubric overview
 - b. Understanding and using the Oral Communication VALUE Rubric
5. Reporting assessment results
6. Resources and Contact Information

UND Essential Studies

Essential Studies courses must focus on at least one of the 6 ES learning goals:

Critical Inquiry and Analysis

Inquiry is a systematic process of exploring issues, objects or works through the collection and analysis of evidence that results in informed conclusions or judgments. Analysis is the process of breaking complex topics or issues into parts to gain a better understanding of them.

Quantitative Reasoning

Quantitative Reasoning is competency and comfort in working with numerical data, using it to reason and solve quantitative problems from a wide array of authentic contexts and everyday life situations, and to create and clearly communicate sophisticated arguments supported by quantitative evidence, such as by using words, tables, graphs, mathematical equations, etc., as appropriate.

Written Communication

Written Communication is the development and expression of ideas in writing. Written communication involves learning to work in many genres and styles. It can involve working with many different writing technologies, and mixing text, data, and images.

UND Essential Studies

Continued

Essential Studies courses must focus on at least one of the 6 ES Learning Goals:

Oral Communication

Oral communication involves a purposeful presentation designed to increase knowledge, to foster understanding, or to promote change in the listeners' attitudes, values, beliefs, or behaviors.

Information Literacy

Information literacy is the set of integrated abilities encompassing the reflective discovery of information, the understanding of how information is produced and valued, and the use of information in creating new knowledge and participating ethically in communities of learning.

Intercultural Knowledge & Skills

Intercultural knowledge and skills foster the capacity to meaningfully engage with the perspectives of people whose cultures and identities are different from one's own. To meaningfully engage with others' perspectives, one must be aware of how those perspectives are shaped by larger social structures, by issues of contemporary importance, and by issues that arise in global society.

UND Essential Studies

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Essential Studies courses are also defined by the type of course:

- [Breadth of Knowledge](#)
 - Communication
 - Social Science
 - Fine Arts
 - Humanities
 - Math, Science & Technology
- [Special Emphasis](#)
 - Advanced Communication
 - Quantitative Reasoning
 - Diversity of Human Experience
 - Analyzing World Views
- [Capstone](#)

ES Validation Process - Review

For first-time approval of an ES course:

- Proposals are initiated at the department level and must be approved by the department chair
- Complete [Validation request form](#):
 - Identify the learning goal the course is intended to meet
 - Identify the type of course: Breadth of Knowledge, Special Emphasis, Capstone
 - Identify what dimensions of the learning goal rubrics will be met
 - Articulate how the course meets the learning goal you have selected
 - Describe how the learning goal will be assessed in the course

ES Validation Process- Review

Continued

- Upon approval by the ES Committee, the validation request will appear on an upcoming agenda of the University Senate, at which final approval will occur.
- If approved, the course becomes part of ES at the start of the next academic year.

ES Revalidation Process

- All ES courses are revalidated every **4 years**
 - Revalidation schedule is available on the ES website
- Complete [Revalidation Form](#)
 - Identify the learning goal the course is intended to meet
 - Identify the type of course: Breadth of Knowledge, Special Emphasis, Capstone
 - Identify what dimensions of the learning goal rubrics will be met
 - Articulate how the course meets the criteria you have selected (above)
 - Describe how the learning goal will be assessed in the course
- Revalidation submissions are reviewed by the ES Committee

ES Learning Goals' Assessment

- Each Learning Goal is assessed every **3 years**

Spring 2023	Oral Communication
Fall 2023	Intercultural Knowledge & Skills
Spring 2024	Written Communication
Fall 2024	Critical Inquiry & Analysis
Spring 2025	Quantitative Reasoning
Fall 2025	Information Literacy

- ES course faculty are required to use the AAC&U VALUE Rubrics to evaluate each Learning Goal

Understanding and Using the Rubric

The rubric is designed to help students understand concisely what they are expected to know in relation to Oral Communication.

- Definition of Oral Communication
 - Glossary of terms of concepts used in the rubric
- The rubric scores range from 1 (benchmark) to 4 (capstone)
 - The scores are normalized based on national performance by students of the associated year of attendance.
 - A 1 for first-year students and a 3 or 4 for graduating students
 - A zero indicates work that does not meet the minimum rating

Understanding and Using the Rubric

- Five aspects/categories that make up the Oral Communication construct
 - Organization
 - Language
 - Delivery
 - Supporting Material
 - Central Message
- **Using a particular assignment/project/artifact (as outlined in the validation) assign a score based on student performance (0-4) within each category.**

Reporting Results

During finals week, you will receive a survey link to report your course(s) results from the Rubric:

- Identify course
- Describe the measure (artifact/exam/portfolio/project/etc.)
- Report the percentage of students who performed at each level [0,1,2,3,4] *for each aspect/category*:
 - Organization
 - Language
 - Delivery
 - Supporting Material
 - Central Message
- Report the percentage of students who performed at each level for the *outcome overall*.

Failure to submit your assessment data may result in removal of the course from the ES program for the next academic year.

Resources

- UND Essential Studies Website
 - <https://und.edu/academics/essential-studies/>
 - Click on Faculty Info
 - Goals
 - Validation/Revalidation information
 - Assessment
 - Syllabus Language
 - Course Development

Contacts

Essential Studies Questions

- Karyn Plumm, Vice Provost of Undergraduate Studies and Student Success & Director of Essential Studies

OR

- Contact your college's [Essential Studies Committee](#) representative

Essential Studies Assessment Questions

- Karina Knutson, Assessment & Accreditation Specialist