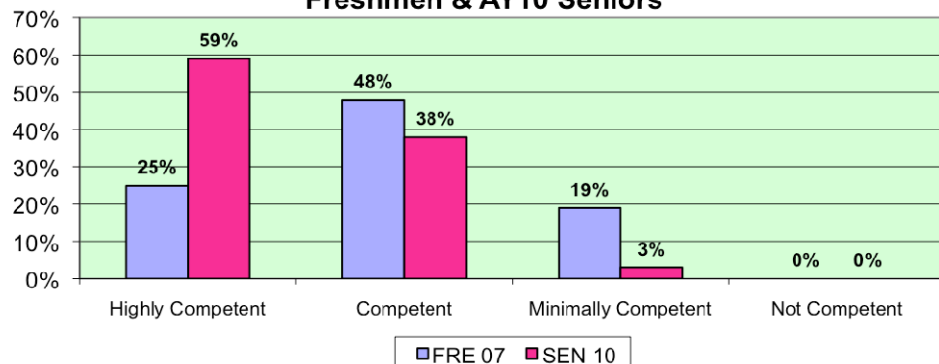


## 2010 Speaking Data Executive Summary

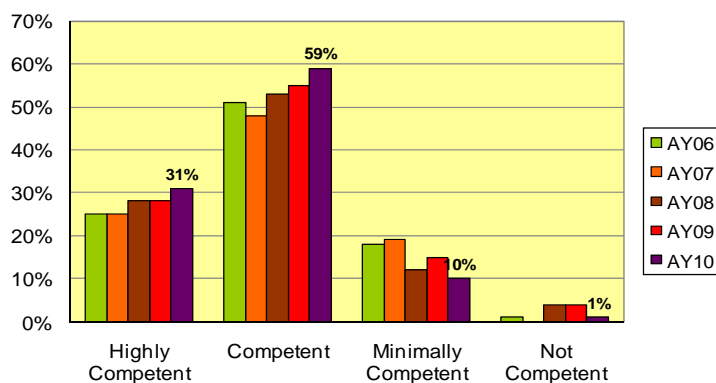
See <http://www.eiu.edu/~assess/speechdata.php> for full report

**Comparison of Holistic Speaking Scores from AY07  
Freshmen & AY10 Seniors**

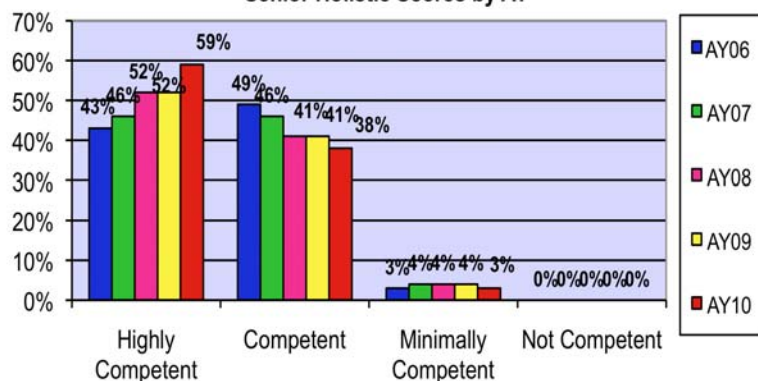


The chart to the left shows a snapshot of freshman compared to seniors after four years. We can make a reasonable assumption that many of the same students are included in both groups. The chart shows the kind of growth in skills that the University strives to achieve with nearly 60% of seniors at highly competent while only 25% of the freshman had reached this level. Nearly a fifth of the freshman were minimally competent while only 3% of the seniors were at this level.

**Freshman Holistic Scores by AY**



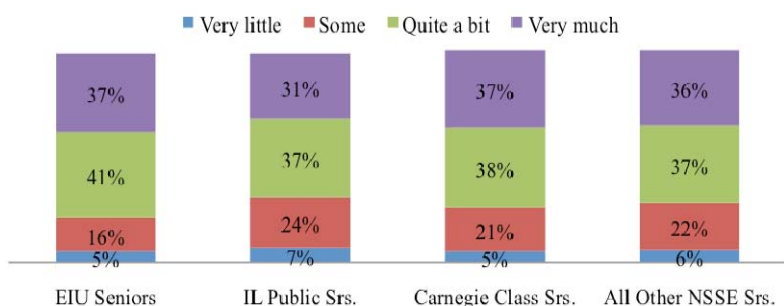
**Senior Holistic Scores by AY**



The chart on the upper left presents freshman data from CMN1310G from AY06 to AY10. Almost one-third of the freshmen are highly competent and almost 60% of the freshmen are competent. About one-tenth of the freshman are minimally competent in their speaking skills, while only a small percent are not competent. It is interesting to note that the number of students deemed not competent at the freshman level decreased from 4% in AY09 to 1% in AY10.

The chart on the upper right presents information collected from speaking data in Senior Seminars. The senior holistic scores show a marked increase for AY10 (a jump of 7% for highly competent). With a range of 3%-4% of our seniors scoring minimally competent, the data suggest that the vast majority (97% for AY10) of our students are graduating with speaking skills in the highly competent to competent range. This conclusion is supported by data collected in the NSSE Report. In the chart on the bottom left, data indicate that 78% of seniors report that their experiences at EIU have contributed to their knowledge, skills, and personal development in speaking clearly and effectively (which is more than any other grouping of students answering the same question) compared to 68% of other IL public college/university students, 75% of students in the same Carnegie classification, and 73% of all other NSSE students. Approximately 590 seniors completed the NSSE in SP10.

**Speaking clearly and effectively**



Conclusions: The SAC sub-committee makes the following recommendations to ensure continued progress in speaking performance and assessment.

- Offer training workshops for instructors using the standard rubric for evaluating speeches to increase reliability and validity.
- Provide instructors with sample exemplar assignment sheets that clearly communicate concrete indicators of expectations that correspond with the six traits on which they will be evaluated, i.e. five peer-reviewed sources must be verbally cited for the "material" category.