



COMMITTEE ON ACADEMIC PLANNING AND REVIEW

18-19 CAPR 8
February 7, 2019

TO: The Executive Committee
FROM: The Committee on Academic Planning Review (CAPR)
SUBJECT: 18-19 CAPR 8: Request for University Adoption of Institutional Learning Outcome (ILO) Oral Communication Measurement Rubric
PURPOSE: For action by the Academic Senate
ACTION REQUESTED: That the Academic Senate accept this request for University Adoption of Institutional Learning Outcome (ILO) Oral Communication Measurement Rubric, effective upon signature of the President

BACKGROUND:

At its meeting on February 7, 2019, CAPR members unanimously approved University-wide adoption of the ILO Oral Communication measurement rubric which has been developed and piloted by faculty, and approved by the ILO Subcommittee. The ILO Oral Communication rubric will be used for ILO assessment as approved in the [CSUEB ILO Long Term Assessment Plan](#). Alignment of Program Learning Outcomes to Institutional Learning Outcomes for program review was a deliverable during conversion to semesters.

CSU East Bay, Institutional Learning Outcomes

The California State University East Bay [Institutional Learning Outcomes \(ILOs\)](#) express a shared, campus-wide articulation of expectations for all degree recipients. Graduates of CSUEB will be able to:

- think critically and creatively and apply analytical and Quantitative Reasoning to address complex challenges and everyday problems;
- communicate ideas, perspectives, and values clearly and persuasively while listening openly to others;
- apply knowledge of diversity and multicultural competencies to promote equity and social justice in our communities;
- work collaboratively and respectfully as members and leaders of diverse teams and communities;
- act responsibly and sustainably at local, national, and global levels;
- demonstrate expertise and integration of ideas, methods, theory and practice in a specialized discipline of study.

1 **Request for University Adoption of Institutional Learning Outcome (ILO) Oral**
2 **Communication Measurement Rubric**

3 **Summary**

4 The ILO Subcommittee is requesting approval from CAPR for University-wide adoption of the ILO
5 Oral Communication measurement rubric which has been developed and piloted by faculty, and
6 approved by the ILO Subcommittee. The ILO Oral Communication rubric will be used for ILO
7 assessment as approved in the [CSUEB ILO Long Term Assessment Plan](#). Alignment of Program
8 Learning Outcomes to Institutional Learning Outcomes was a deliverable during conversion to
9 semesters.

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12 campus-wide articulation of expectations for all degree recipients. Graduates of CSUEB will be able
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15 complex challenges and everyday problems;
- 16 • **communicate ideas, perspectives, and values clearly and persuasively while listening openly**
17 **to others;**
- 18 • apply knowledge of diversity and multicultural competencies to promote equity and social
19 justice in our communities;
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21 communities;
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24 specialized discipline of study.

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34 **Background of Rubric Development, Pilot, and Recommendations**

Faculty Developing Oral Communication Rubric Fall 2017			
First Name	Last Name	College	Department
Kevin	<u>Kaatz</u> (Co-lead)	CLASS	History
Michele	<u>Korb</u> (Co-lead)	CEAS	Teacher Education
Mike	Massey	COS	Earth & <u>Env.</u> Science
<u>Nidhi</u>	Khosla	COS	Nursing & Health Sciences
Tim	Wat	CBE	Management
Anna	Alexander	CLASS	History
JoAnn	Conrad	CLASS	Anthropology
<u>Deepika</u>	<u>Mathur</u>	CLASS & COS	Human Development Health Sciences

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Faculty Piloting ILO Oral Communication Winter 2018			
First Name	Last Name	College	Department
Chandra	Ganesh	CSCI	Health Sciences
Dave (Doc)	Matsuda	CLASS	Anthropology
<u>Nidhi</u>	Khosla	CSCI	Health Sciences
Kevin	Kaatz	CLASS	History
Ana	Almeida	CSCI	Biology
Masa	Yamaguchi	CBE	Management
Tim	Wat	CBE	Management

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Pilot Design

- Five criteria applied to all presentations. “Presentation Aids” and “Audience Engagement” applied based on assignment instructions.
- Students submitted a link in Blackboard to videos in Youtube or a Googlefolder.
- ILO Subcommittee added assessment categories to reflect criteria “not assessed” and criteria they were “unable to assess” in the event of low confidence.

47 **Spring 2018 ILO Subcommittee and Pilot Faculty Assessment Results**

48 The results of the assessment demonstrated that the rubric performed within normal expectations.
49 The committee recommended that all rubric criteria “Presentation Aids” apply to assignments be
50 applied to all assignments

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52 **Next Steps**

53 Once approved by CAPR and Senate, the rubric will be used according to the [CSU East Bay ILO Long](#)
54 [Term Assessment Plan](#). The rubric will also be posted on the [ILO Subcommittee](#) page and made
55 available to faculty in the [Rubrics Library](#).

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57 There are five remaining ILO rubrics currently in development and/or pilot which are Social
58 Responsibility, Sustainability, Social Justice, Collaboration and Teamwork, and Leadership.

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CSU East Bay Oral Communication Draft Rubric Approved by ILO Subcommittee 12-3-2018

Oral communication is a prepared, purposeful presentation designed for a specific audience to increase knowledge, foster understanding, or promote change in the listeners' attitudes, values, beliefs, or behaviors. Consideration should be made for communication by individuals with diverse backgrounds (*e.g.*, English as a non-primary language, communication disabilities, *etc.*).

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Purpose Purpose may include conveying a key message, central idea/theme, relevant information, or emotion that aligns with the intended audience.	Presentation clearly conveys the purpose throughout.	Presentation mostly conveys the purpose throughout.	Presentation somewhat conveys the purpose throughout.	Presentation does not convey the purpose.
Organization Organization may include logical order, cohesiveness, coherence, effective transitions, and genre.	Organization clearly supports the purpose; cohesive, understandable, and easy-to-follow.	Organization mostly supports the purpose; generally cohesive, understandable, and easy-to-follow.	Organization somewhat supports the purpose; not entirely cohesive, understandable, or easy-to-follow.	Organization does not support the purpose; limited cohesion and/or understandability.
Evidence Evidence may include citations, examples, anecdotes, quotations, and quantitative or qualitative data.	Evidence is consistently integrated and supports the purpose.	Evidence is mostly integrated and generally supports the purpose.	Some evidence presented and somewhat integrated; mostly fails to support the purpose.	Little or no evidence and/or integration; fails to support the purpose.
Audience Engagement Audience engagement is, holding the interest and attention of the intended audience; may include interacting with and listening/responding to the audience.	Presenter/presentation clearly demonstrates engagement with the intended audience.	Presenter/presentation mostly demonstrates engagement with the intended audience.	Presenter/presentation somewhat demonstrates engagement with the intended audience.	Presenter/presentation demonstrates little or no engagement with the intended audience.
Delivery Delivery may include timing, flow, pace, aesthetics, posture, eye contact, voice, professionalism, movement, gestures, and facial expressions.	Delivery strongly enhances the effectiveness of the presentation.	Delivery mostly enhances the effectiveness of the presentation; minor errors do not significantly detract from the effectiveness of the presentation.	Delivery is somewhat effective; errors somewhat detract from the effectiveness of the presentation.	Delivery is not effective; errors significantly detract from the effectiveness of the presentation.
Language Language may include precise word choice, vocabulary, jargon, grammar, as appropriate to the audience.	Language strongly supports the clear expression of ideas.	Language mostly supports the clear expression of ideas.	Language somewhat supports the clear expression of ideas.	Language provides little or no support for the clear expression of ideas.
Presentation Aids (as applicable) Presentation aids may include audio, video, graphics, slides, posters, props, demonstrations, and clothing.	Presentation aids are clearly relevant, understandable, and complement and enhance the purpose/presentation.	Presentation aids are mostly relevant and understandable, and generally complement and enhance the purpose/presentation.	Presentation aids are somewhat relevant and understandable, and sometimes detract from the purpose/presentation.	Presentation aids have little or no relevance and/or understandability; significantly detract from the purpose/presentation.

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