



University Summary & Closing the Loop Report Oral Communication Student Learning

June, 2025 v1

INTRODUCTION

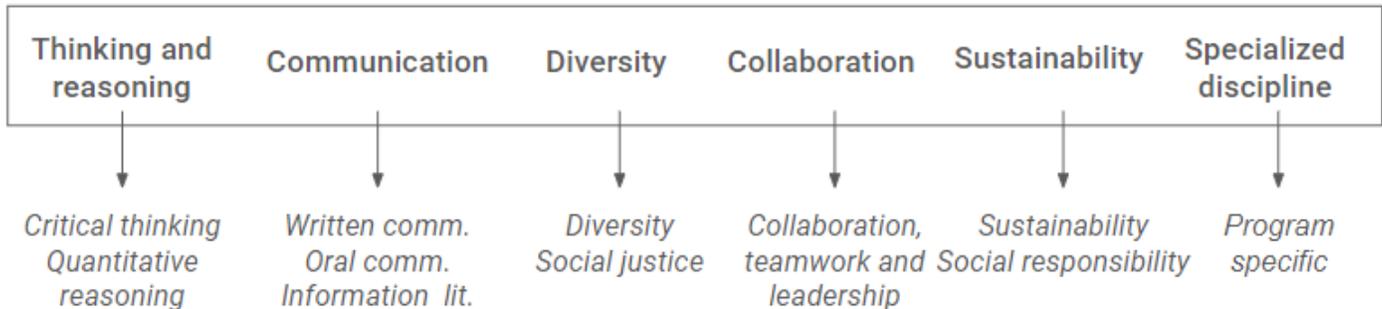
Purpose of Report

This *University Summary and Closing the Loop Report* summarizes the development and assessment of the Oral Communication competency as part of students' learning experiences at Cal State East Bay.

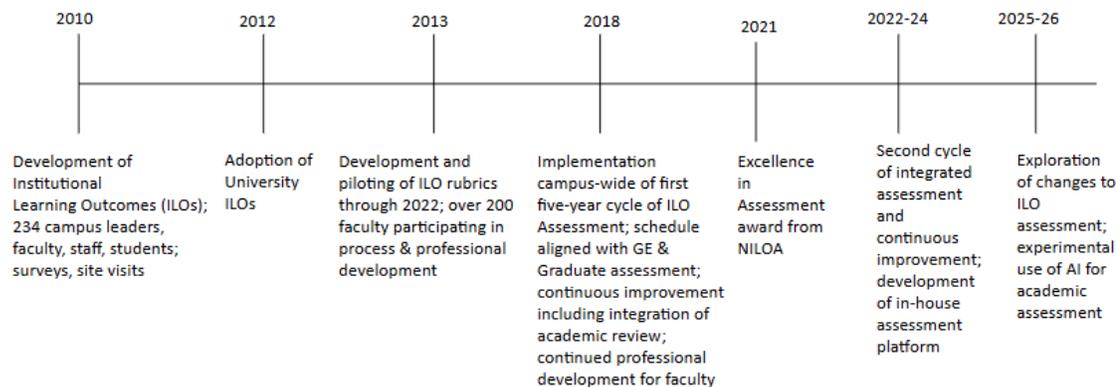
Purpose of Institutional Learning Outcomes (ILOs)

[Institutional Learning Outcomes](#) (ILOs) are the expected learning achievements for all CSUEB graduates, both undergraduate and graduate, and align closely with [General Education](#) and program requirements. Developed collaboratively by campus leadership, faculty, staff, and students, ILOs express the unique identity of a CSUEB degree, including core competencies in thinking, reasoning, and communication, as well as outcomes related to diversity, social justice, sustainability, and specialized disciplines.

CSUEB ILOs



ILO Timeline



Assessment Schedule

Following the [2022-2028 ILO Long term Assessment Schedule](#), which aligns the assessment schedule for undergraduate, graduate, and general education assessment, Cal State East Bay gathered recent student learning and administrative data to support the summary of learning of the University's oral communication learning outcomes. These data are intended to provide context for the student learning experience for this outcome during their total university experience.

Overview of Student's Development of Oral Communication at CSUEB

At Cal State East Bay, students develop their writing courses throughout their university experience in courses to meet university requirements and those aligned to program outcomes in their major. These courses include:

- *Lower division GE (3 units)*
 - COMM 100 - Public Speaking: Theory, practice, and evaluation of oral communication through public speeches; **OR**
 - COMM 104 - Interpersonal Communication: Study of principles of oral communication within interpersonal encounters.
- *Upper Division GE:* Courses in Arts and Humanities, have an oral communication characteristic. All upper division Arts and Humanities courses were re-certified in 2022-23: (UD C)
 - "Advanced oral communication (e.g., formal presentations, debates) with critical feedback provided by the instructor to the students. Students demonstrate mastery of all A1 requirements, including the ability to give a presentation with a confident presence, critical thinking, and professionalism that is appropriate for the audience, is clear and logical, and demonstrates mastery of the subject at hand."
- *Disciplinary outcomes:* Oral Communication is aligned to both undergraduate and graduate degree program outcomes throughout the university.

Significant Changes to ILO Assessment

It is important to note that changes in higher education, the CSU, and accreditation have impacted ILO assessment:

- *Changing accreditation standards:* In the new standards, WSCUC no longer requires evidence during reaffirmation of academic outcomes assessments at the ILO level, (meaning near graduation at the undergraduate upper division level) for the five "core competencies" of written communication, oral communication, information literacy, critical thinking, and quantitative reasoning. However, this also means the campus needs to continue to follow the local guidelines for academic review through CAPR as well as the CSU CO executive orders for GE assessment.
- *Reduction in funded faculty support:* A significant campus change includes lower campus enrollment and budget cutbacks that have removed most funded faculty support for assessment and professional development. Assessment activities have transitioned to faculty governance groups.
- *Assessment platform will need to be rebuilt.* With recent changes in assessment platforms from Blackboard Outcomes to Watermark's Assessment platform and then to using Google Suite, the institution will migrate from Google Suite to Microsoft 365 resulting in the ILO-GE academic assessment platform needing to be re-built on a new platform.

- *Use of AI needs to be integrated into the process:* The emerging use of AI for designing and assessing academic content, along with the growing student use of AI by students must be addressed with changes to the process going forward. Since spring 2025, a faculty working group has been experimenting with using AI to assess ILO student work.
- *National assessment resources and support changing:* While assessment related organizations such as NILOA, AAC&U, and WSCUC provided a wide range of initial guidance, resources, and funding, virtually no project funding, or resources have been available since about 2018.
- *No assessment of upper division Oral Communication student presentations in current cycle of assessment:* While oral communication was assessed in 2021-22 during COVID through the collection of student videos, there is no assessment of upper division Oral Communication in the current cycle of assessment, rather a review of how students build oral communication competencies at Cal State East Bay.

METHODS

Relevant data and university sources for upper division oral communication were gathered from several relevant sources (Table 1).

Table 1. Key data, sources, and dates of collection

Data and University Sources	Date
Lower division GE assessment: COMM 100/104 collected fall 2024 and assessed spring 2025	June, 2025
CSU-Wide Research Competition	2024
Grad Slam, Graduate Research Presentation	April 2025
Speech Communication Lab , Lonny Brooks, COMM Chair, Christeen Kelley, Speech Lab Director meeting	Fall 2024
Graduate Assessment	2024-25

Table 2. Relevant sources of key data for oral communication external to CSUEB

Relevant Sources: External to CSUEB	Date
The Career-Ready Graduate: What Employers Say About the Difference College Makes Employer survey for AAC&U by Morning Consult	2023
Job Outlook 2024	2024

<i>National Association of Colleges and Employers (NACE) Survey on employer hiring intentions for graduating class. This source was identified as having high relevance by CSUEB Career Education leadership.</i>	
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Lower division GE: Communication 100/104

In May, 2025, four sections of COMM 100 and six sections of COMM 104 were assessed using ten student samples for each section.

CSU-Wide Student Research Competition

[The California State University Student Research Competition](#) is an annual event that brings together scholars from the 23 campuses of the California State University system. The competition showcases undergraduate and graduate research, scholarship, and creative works by recognizing outstanding student accomplishments across the system.

Speech Communication Lab

The Communication Department sponsors the Speech Communication Laboratory (“Speech Lab”) to provide support for students’ General Education A1 Oral Communication requirements. The lab provides support to students of all majors who are required to conduct presentations in any class. It also trains student tutors who are considering future teaching careers.

In the Spring 2024 semester, the Speech Lab supported 539 visits, of which 497 were virtual on the Zoom link and 42 visits were at the Lab on campus, in-person. Speech Lab visits were for oral communication assistance including required speech practices and presentation organization and outline checks, as well as voluntary presentation aid advice. These visits were for five COMM 100 Public Speaking and five COMM 104 Interpersonal Communication courses to make for a total of 10 classes within the Communication Department. They were supported by five experienced, trained student tutors. In Fall 2023, the Speech Lab supported 545 visits for 10 total courses supported by five experienced student tutors. During the 2023-24 academic year, the Speech Lab also supported visit requirements and assignments for Lab work for 605 students in 10 classes, in which students were given multiple assignments (generally ranging from 3 to 5 assignments per class) which required Lab assistance within the area of GE A1 Communications courses.

Previously, in the 2022-2023 year, visits were made to the Lab by students from 22 classes, with 670 students being given tours of the Lab, and returning to complete multiple required Lab assignments for these classes, including topic selection, research advice, outline checks and assistance, mandatory practice speeches and video recorded speech presentation assignments. Additionally, each semester there have been from 5 to 7 tutors who are trained and serve in the Lab as the source of feedback and advice for its many visitors.

Graduate Assessment

All graduate programs are assessed according to the University's [Committee on Academic Planning and Review](#) policies and the [2022-2028 ILO Long term Assessment Schedule](#). Graduate students would be expected to have mastered general oral communication skills as part of their undergraduate degree. Oral communication goals in graduate programs would then be aimed at developing and mastering

discipline-specific skills such as technical presentation organization, persuasive arguments, presentation of scholarly findings, transition between points, use of space, incorporation of visuals, and techniques for effectively addressing questions.

Development of these discipline-specific oral communication skills is completed within major courses in a student's degree major. Students who have not mastered general oral communication skills prior to admission may address that deficiency by completing courses which fulfill the undergraduate GE A1 requirement, or by completing major-specific courses incorporating oral communication in programs where those courses are available.

Two graduate programs aligned one of their Program Learning Outcomes with the university Oral Communication and participated in assessment of that outcome in 2024-2025. In order to collect additional data on oral communication skill levels of graduate students, two additional resources were identified:

[Spring 2025 Grad Slam Presentation Workshop](#). This workshop was designed to help participants prepare a three minute presentation as required by the 2025 Grad Slam Competition rules. Such short talks are also called elevator pitches and are useful formats for presenting a student's ideas in a brief and concise form in many different situations outside the competition as well.

[2025 Grad Slam Graduate Research Presentation Competition](#). Grad Slam is a campus-wide competition for the best short-style research presentation aimed at a non-specialist audience. The 2025 competition was the third Grad Slam competition held at California State University, East Bay. During the competition, graduate students were judged based on their ability to engage their audiences while communicating key concepts about their research. Grad Slam participants learn how to communicate their research concisely to a broad audience outside their own field. Participation in the competition provides lifelong public speaking skills, which can be added to the student's C.V. The first place graduate student winners in each of the STEM and non-STEM categories are invited to compete in the CSU-wide Grad Slam held in May 2025.

Other Resources

[The Career-Ready Graduate: What Employers Say About the Difference College Makes](#)

Employer survey for AAC&U by Morning Consult

In this AAC&U employer survey conducted in 2023, 81% of employers indicated oral communication was a "very important" skill in identifying strong job candidates (p. 18).

[Job Outlook 2024](#)

National Association of Colleges and Employers (NACE) Survey on employer hiring intentions for graduating class.

In this 2024 survey, communication was rated as the most important career readiness proficiency.

RESULTS and CLOSING THE LOOP

Communication 100/104

The final results for the assessment of four sections of COMM 100 and six sections of COMM 104 will be posted on the [GE Assessment](#) site.

CSU-Wide Student Research Competition

Current undergraduate students, graduate students, and recent alumni from all academic disciplines can participate. Each year, over 200 students from the 23 CSU campuses submit written papers and make oral presentations before juries of professional experts from major corporations, foundations, public agencies, and universities in California. Students are evaluated on dimensions aligned with the [ILO Oral Communication rubric](#) including Clarity of purpose, appropriateness of methodology, interpretation of results, value of the research or creative activity, ability of the presenter to articulate the research or creative activity, organization of the material presented, and presenter's ability to address questions from the jury and general audience. [Past winners from CSUEB](#) cover a range of disciplines

Speech Communication Lab

Currently, Speech Lab information, including hours and services offered, and direct Zoom links, are embedded in Oral Communication classes using the Lab, and allow for students' easy access to the Lab. Resources for the Speech Lab are currently being adjusted to serve students of all majors in their quest for improved presentations. By Fall 2025 semester, there will be links on the Speech Lab page that will take students of any major to presentation worksheets, checklists, tips, feedback forms, and adjustable templates for presentation outlines, speakers' notes, and presentation aids. This aligns with upper division disciplinary and general education outcomes for oral communication.

Graduate Assessment:

Reports covering additional detail regarding assessment of graduate programs and are supplemental to the University Summary Reports covering all programs may be accessed through the [university assessment website](#).

Graduate Program ILO assessment results are to be included in program annual reports due to the Committee on Academic Program Review (CAPR) on October 1, 2025. These results will be compiled and analyzed in a separate Graduate Programs ILO Assessment report at that time.

All graduate students were invited to the [Spring 2025 Grad Slam Presentation Workshop](#), held 3/18/25. Grad Slam participants were required to attend or watch the video of the workshop afterwards. Sixty-three students pre-registered for the event. The workshop presenters will provide closing the loop suggestions to improve the workshop for 25-26.

All graduate students doing independent research were invited to submit applications for the [2025 Grad Slam Graduate Research Presentation Competition](#), held 4/14/25. Forty-three students submitted applications in one of two categories, STEM and non-STEM research. Of these, sixteen students were chosen as finalists to

present their research at the competition. The winners of each category were invited to the CSU-Wide Grad Slam competition, held virtually by CSU San Bernardino on 5/9/25. One of the two East Bay students won their preliminary round and advanced to the final round. In addition, one of the second place Grad Slam winners also participated in the CSU-Wide Student Research Competition and won first place there.