

## Student Learning Outcomes Assessment in the State University System

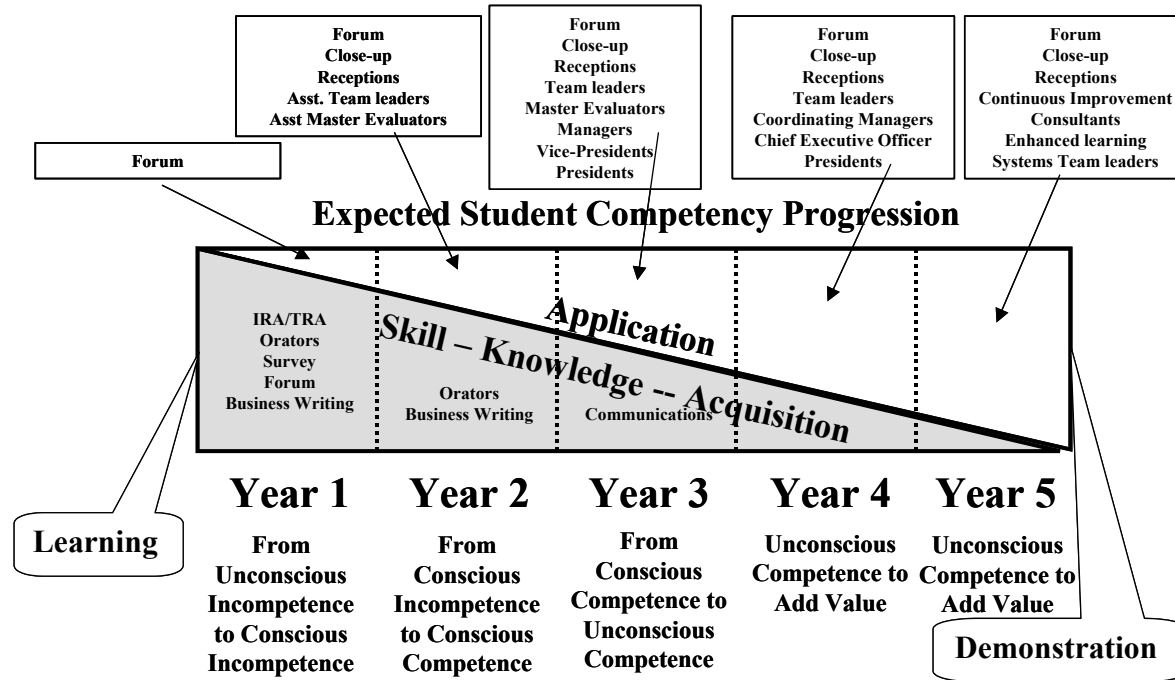
**University: FAMU**

**SBI – Oral Communication**

Consistent with the University's mission, the mission of the School of Business & Industry (SBI) is to prepare students who are capable of excelling in a variety of positions and creating value in both the private and public sectors, and who are prepared to pursue further degrees to advance their careers and academic goals. SBI features two separate programs with their own distinct missions: undergraduate (BS) and professional graduate (Five Year and Two Year MBA) both with emphasis on teaching and research. *For continuous improvement, SBI involves all of its internal and external constituents (administration, faculty, staff, students, corporations, alumni, and other relevant constituents)*

With this mission as its guiding influence, SBI has structured a series of developmental and experiential processes and procedures that are designed to maximize the learning and demonstration of communications skills. *To this end, SBI incorporated learning and demonstration components which provide the opportunity for students to practice their oral communications skills with weekly visits from CEOs, Presidents, Vice-Presidents and other executives from fortune 500 companies.*

We believe that communication skills are best delivered over an extended period of time (see graphic below) which facilitates the development of a communications competence versus a learned skill. We provide the learning content or theory (Orators, Business Writing, Industry Review & Analysis) and a context or demonstration laboratory (Receptions, Close-Up, Forum and TV-Taping).



Orators, Business Writing and Industry Review and Analyses are the vehicles through which oral communication skills are directed in SBI and are fashioned after the general structure of Toastmasters.

These components are organized in management levels. The train-the-trainer method with Faculty Head

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The rubrics used were developed to assess universal communication skills required in SBI and the corporate world.

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as the primary trainer in the use of these rubrics				
Upper-class students trained by faculty, <b>evaluate Impromptu speeches, recitations, and prepared speeches given by first year students in Professional Development (GEB1931) during the course of a semester.</b> The students with the highest scores are selected to participate in the Freshmen Oratorical Contest		X		
Upper level students screen and select 12 students to compete in an oratorical contest. A panel of seven judges (five SBI Faculty and two upper level students who were past teaching assistants in the learning activity) evaluate prepared speeches by the students in the <b>Freshmen Oratorical Contest.</b>	X	X		A scoring rubric has been developed to evaluate student's communication skills in the Oratorical Contest.
Trained students and faculty evaluate impromptu speeches, sales presentations, and individual and group presentations given by second-year students in Professional Development (GEB 2932) during the course of the semester.  The culminating experience is the <b>Sophomore Great Debate.</b> Students are nominated by the student teaching assistants and interviewed and auditioned by the industry/company executives for the debate	X	X	X	Rubrics have been developed to assess the student's communication ability in preparation for demonstrating communication in varied situations
A panel of five to seven judges (always an odd number) evaluate team participation in The Sophomore Great Debate		X	X	The Lincoln -Douglas debate format is used. A scoring rubric has been designed to assess the team's communication skills
The skills developed in freshmen and sophomore training components are applied in other components of Professional Development, on internships and in academic classes.  <i>Informal assessments are made by the degree to which the corporate guests (CEOs, Presidents, Vice-Presidents of fortune 500 companies) indicate their impression of students' communication skills in receptions, in the Close-up experience, in the Forum experience, and the TV Taping (The SBI Capstone experience).</i>				Academic faculty evaluates individual and group student presentations in their classes.  The key imperative here is the review and evaluation by industry executives on the skills considered critical.
<b>Receptions:</b> <i>SBI students are hosted by corporations weekly with grading and assessments conducted by upper class students as well as faculty members</i>	X	X	X	
<b>Close-Up:</b> <i>A Q&amp;A session (30 students) with corporate executives with corporate guests</i>	X	X	X	Trained student leaders and faculty members provide feedback and assessment of questions aimed at identifying continuous

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<p><b>Forum:</b> <i>An all-business school meeting with Q&amp;A with corporate executives (principally fortune 500 CEO's) This is the center piece of the SBI experience, in that all students get to participate in formal period of exploration in which research, critical thinking, poise, presence and listening skills are demonstrated</i></p>	X	X	X	improvement of the Close-Up experience.
<p><b>TV-Taping:</b> <i>A panel of 4 students interview and discuss relevant business issues with corporate executives which is video taped.</i></p>	X	X	X	In preparation for this experience students receive instant feedback and assessment on their research, critical thinking, listening, poise and presence and oral delivery. These sessions are video taped with review and comment.
<p><i>Students being considered for internship opportunities are assessed across a broad spectrum, including Oral and Written Communications. Student effectiveness skills are further evaluated by student's corporate managers on the Internship Card of Growth. This evaluation is completed by both the student and his/her supervisor for comparative purposes.</i></p>	X	X	X	Beginning in the first year all students are exposed to the art of interviewing. We use trained upper level students who have been on several internships as evaluators.
<p>We also ask that corporate recruiters assess the student's performance in the <b>interview</b> which includes among others criteria, communications skills and critical thinking.</p>		X	X	An evaluation form is completed by each recruiter on the performance of each student interviewed.