

# FLORIDA A&M

# UNIVERSITY



Excellence With Caring



# SBI Oral Communications Assessment

SCHOOL OF BUSINESS & INDUSTRY



# Agenda

## Oral Communications

- **What we do**
- **How we do it**
- **How we measure/assess it**

# Oral Communications

## Mission

- ...master the art of effective interpersonal and intra-personal communication...helping students develop poise, self confidence, assertiveness, spontaneity, creativity, and powerful verbal communication skills

# Oral Communication Starts On Day One

## Assessment Criteria

- Appearance
- Expression
- Posture
- Poise
- Delivery
- Eye Contact
- Natural Gestures
- Voice Diction
- Grammar

**SBI developed rubrics are utilized during the semester.**

# **Oral Communications**

## **The Culminating Experience**

- **Orators Inc.**

- **Freshman Oratorical Contest**

- **Sophomore Great Debate**

These activities are judged by a panel of faculty members and upper-class students

- **General SBI Student Body Assembly**

- **Receptions**

# **Oral Communication**

## **The Culminating Experience**

- **30 student Q&A Session with Corporate Executive**
- **3-4 student recorded TV session with Corporate Executive**
- **Internship: Oral Communications Evaluation**

# How Do They Relate?

Receptions, Close-Up, Forum & TV Taping

The diagram consists of two overlapping light blue circles. The left circle contains the text 'Receptions, Close-Up, Forum & TV Taping'. The right circle contains the text 'Effective Oral Communications'. A thick, dark blue double-headed arrow points horizontally across the intersection of the two circles, indicating a bidirectional relationship between the two concepts.

Effective Oral Communications

# Assessment Methods

- **External**
  - Fortune 500 executives, verbal feedback during SBI visits, and activities (forum, receptions, close-up and TV tapings)
  - **Examples:**
  - Internship evaluation forms: **company evaluation of oral communication effectiveness (rated on a one to ten scale mandatory for internship completion)**



# Assessment Methods

- **Internal**
  - Peer Review: student to student feedback on performance
  - Team leader/Master evaluator: higher level student in a teaching/facilitator role provides suggestions and recommendations to enhance performance for future situations
  - Faculty use of audio and visual observation resources to provide overall evaluation (video cameras/rooms and microphones)
  - Grading rubrics based on performance in criteria areas (reflected in semester grade)

# External Assessment

- **Carly Fiorina**  
**Chairman and CEO**  
**Hewlett-Packard**

**"I visited four business schools over a four day period including Stanford (My Alma Mater), Florida A&M University, Harvard, and Wharton. The students at the School of Business & Industry were superior to all of them in terms of being prepared, asking the current and relevant questions, poise, delivery, and their ability to share with me their ideas on how to best move my company forward."**

# External Assessment

- **David Stout**  
**Chief Operating Officer**  
**GlaxoSmithKline**

**"The quality of the questions and the delivery by your students were better than the Wall Street Analysts questions from last week's meeting. The students were impressive, they did their homework."**

# External Assessment

- **William J. O'Rourke**  
**Vice President**  
**Environment, Health & Safety, and Audit**  
**Alcoa**

**"The Moderator and Panelists were equal to or superior to Tim Russert of Meet the Press. They were poised, prepared, knowledgeable, and they delivered. The students were outstanding and I would love to hire all of them."**

# External Assessment

- For more than ten years SBI has systematically collected performance assessment data on all students placed on corporate internship assignments. Included among the attributes rated by corporate managers is “Oral Communication”. On a scale of one to ten with ratings of one to two being “Unsatisfactory” and ratings of five to six being “Average”, SBI students have consistently been rated eight to ten- “Above Average to Excellent”.

# Oral Communications

## Wrap-up and Summary

- **What we do**
- **How we do it**
- **How we measure/assess it**