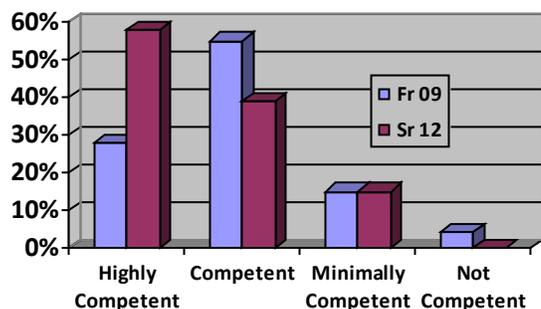


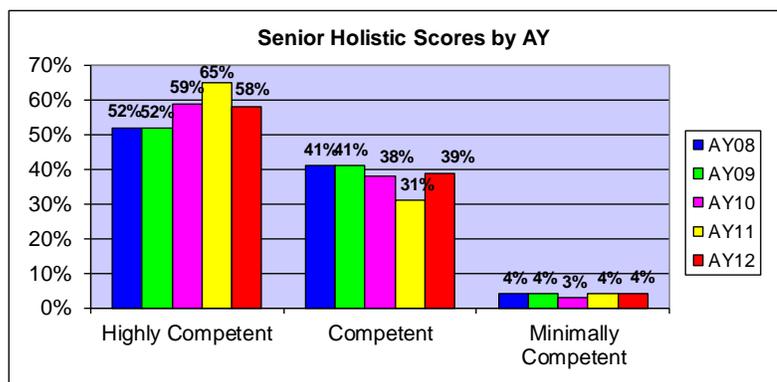
2012 Speaking Data Executive Summary

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

Comparison of Holistic Speaking Scores from AY09 Freshman & AY12 Seniors



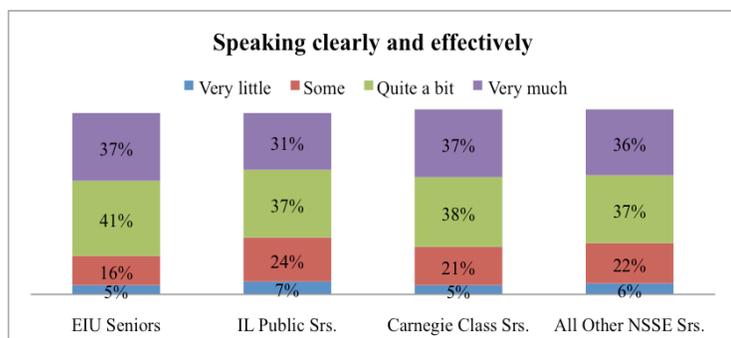
- Snapshot of freshman compared to seniors after four years.
 - We can make a reasonable assumption that many of the same students are included in both groups.
- Growth in skills that the University strives to achieve
 - Over 58% of seniors at highly competent while only 28% of the freshman had reached this level.
 - About 19% of the freshman were minimally to not competent while only 4% of the seniors were at this level.



- Steady growth in the percentage of seniors rated highly competent from 52% in AY08 and 59% in AY09 & AY10 and 65% in AY11. Slight decrease to 58% in AY12.
- Vast majority (96%-97% across the 5 year period) of our students are graduating with speaking skills in the highly competent to competent range.

Trait	AY12 CMN 1310 Average	+/- Previous AY	EIU 4### Average	+/- Previous AY
Organization	3.17	-.07	3.58	-.03
Language	3.19	-.08	3.62	-.06
Material (Content)	3.05	-.09	3.56	-.01
Analysis	3.15	+.04	3.53	-.02
Nonverbal Delivery	3.07	-.04	3.29	0
Verbal Delivery	3.07	-.04	3.44	+.06
Holistic Score	3.12	-.06	3.54	-.06

The table shows mean subscores given in AY 12 in CMN 1310 and Senior Seminar as well as change in performance from scores given in AY 11. Subscores are entered into the database to give more information on skills that faculty can work on with students.



The bar chart depicts an item from **NSSE data** (Collected every 3 yrs. Based on 590 seniors who completed the NSSE in SP10) 78% of seniors report that their experiences at EIU have contributed to their knowledge, skills, and personal development in speaking clearly and effectively (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).

Conclusions: Overall the data indicate growth in speaking skills at the university with most students rated as competent to highly competent their senior year (96%). Most seniors (78%) report having experiences at EIU that improved speaking skills.

Assessment of Speaking at EIU is occurring for approximately 68% of programs. There was only a 4% increase in programs adopting speaking as an assessment goal last year. Programs within the College of Arts and Humanities are only assessing speaking in 43% of programs—the percentage has not increased in the last 4 years.