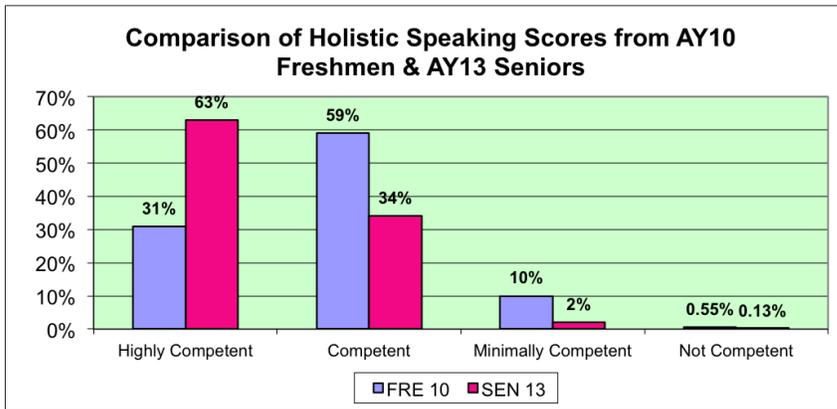
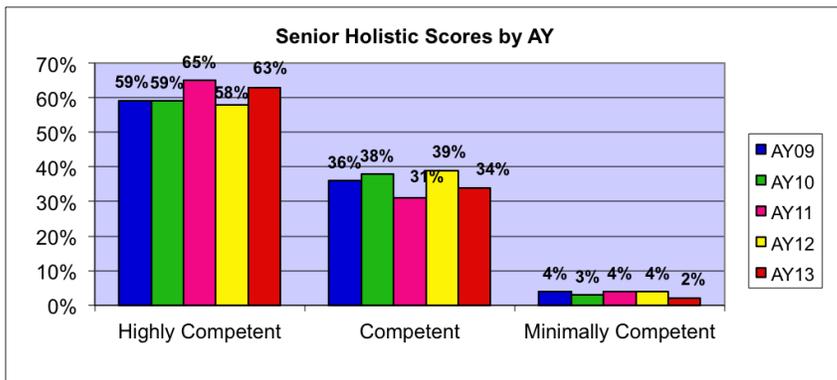


2013 Speaking Data Executive Summary
See <http://www.eiu.edu/~assess/speechdata.php> for full report



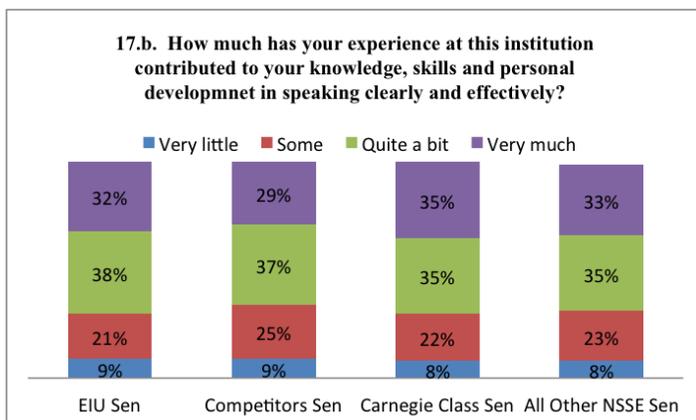
- This snapshot of freshmen compared to seniors after four years shows that seniors are rated as more competent speakers than freshmen, which shows an increase in speaking abilities while at EIU
 - We can make a reasonable assumption that many of the same students are included in both groups.
 - 63% of seniors were rated as highly competent while only 31% of freshmen reached this level.
 - 10.55% of freshmen were minimally to not competent while only 2% of the seniors were at this level.



- A longitudinal view of seniors' speaking ratings shows that ratings at the highly competent and competent levels fluctuate, but no more than 7% between any given years.
- Seniors' ratings at highly competent increased 5% from AY12 to AY13.
- 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	3.31	+.14	3.60	+.02
Language	3.20	+.01	3.65	+.03
Material (Content)	3.10	+.05	3.57	+.01
Analysis	3.16	+.01	3.55	+.02
Nonverbal Delivery	3.00	-.07	3.51	+.21
Verbal Delivery	3.14	+.07	3.50	+.06
Holistic Score	3.15	+.03	3.61	+.07

The table shows mean subscores from AY13 in CMN 1310 and Senior Seminar as well as change in scores compared to AY12. While the data last year showed that mean scores fell in 5 of 6 categories for freshmen and 4 of 6 categories for seniors, this year's data show increases in 5 of the 6 categories for freshmen and all 6 categories for seniors.



This bar chart shows data from an item on the NSSE survey (collected every 6 years. This data is based on 381 seniors who completed the survey in SP13). 70% of EIU seniors report that their experiences at EIU have contributed quite a bit or very much to their ability to speak effectively. This is compared to 66% of our competitors' seniors.

Conclusions: Overall the data indicate growth in speaking skills at the university with most students rated as competent to highly competent their senior year (97%). Most seniors (70%) report having experiences at EIU that improved speaking skills.

Assessment of speaking at EIU is occurring for approximately 82% of undergraduate programs, which is a substantial increase from 68% last year. The committee encourages more programs in the College of Arts and Humanities and the College of Sciences to adopt speaking as a learning goal.