



THE UNIVERSITY of NORTH CAROLINA  
**GREENSBORO**

**The University Speaking Center**

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To: Ben Ramsey

From: Kim Cuny

Regarding: Speaking Center Assessment Summary 2002 – 2013

Date: July 17, 2014

Last year, to mark our tenth year of operation I submitted a formal assessment report to Steve Roberson, Chris Poulos, & Tim Johnston.

While we have always conducted assessment, we had not been asked to report our assessment efforts. The report aligns with our institutional history.

We start out assessing our growth and impact then move towards assessing perceived quality of the support we offer. We have a long history of measuring our institutional effectiveness with support from UNCG's assessment professionals. Around 2006 we started to establish ongoing outcomes thanks to language that we gained from The Office of Assessment and Accreditation. That language included asking speakers to identify the most important thing they learned as a result of their time with us, asking what questions remained unanswered, and asking speakers to identify changes that they plan to make as a result of our time together.

In 2013 we worked to triangulate our assessment efforts by adding a year-end survey of faculty whose students have come in for our consultation services. That data collection is going slow.

Since year two, when I arrived, we have always assessed workplace harmony/culture. This is important because our success rides on the backs of the undergraduate students who work here. Keeping track of their workplace harmony goes hand-in-hand with our successfully managing of our overwhelming usage spikes. For example, we completed 35% more consultations in 2012-13 over the previous year.

It is probably important to note that our formal assessment efforts represent a small sample of the data we regularly collect. For example, we have collected exit/satisfaction surveys from speakers at the close of every consultation performed for the past 10 years. We have done the same for our workshop efforts for the past 10 years. In accordance to Undergraduate Studies retention tracking efforts, we started swiping the UNCG ID card of every speaker who comes in for consultation this AY. All of the data we collect informs the changes we make in the center.

**The University Speaking Center  
Assessment Outcomes  
Academic Year 2002 to 2003**

**Outcome 1:** During the first year of operation, the Speaking Center will facilitate 50 consultation sessions.

To be measured by the total amount of consultation report forms completed

Metric: 50 consultation report forms to be completed

Assessment result: 81 copies of completed consultation report forms were left behind by the founding director who moved to another institution as the AY ended.

**Outcome 2:** During the first year of operation, the Speaking Center will train the first cohort of consultants.

To be measured by the amount of students who enrolled in CST 390

Metric: At least 10 students will be trained to become communication consultants.

Assessment result: There were 18 students enrolled in CST 390 during spring 2003.

**Outcome 3:** Speaking Center (SC) staff will be able to identify attainable improvements for the workplace environment.

To be assessed through face-to-face feedback meetings with staff members and measured by number of internal changes made to the workplace

Metric: 3 workplace changes will be put into place each academic year.

Assessment result: 3 changes were implemented from AY's from 2002-2003:

- Created tip sheets to support consultants during consultations
- Established committees which contributed to cohesion of staff and made our office run more smoothly
- Established "star" recognition program for staff

**The University Speaking Center  
Assessment Outcomes  
Academic Year 2003 to 2004**

**Outcome 1:** The Speaking Center will increase the amount of consultations offered to students

To be measured by the increase amount of consultations completed

Metric: 10% increase in the amount of consultation completed compared to the AY 2002-2003

Assessment result: There were 869 consultations completed, an increase of 972.8% compared to the AY 2002-2003 (81 consultations).

**Outcome 2:** The Speaking Center will train the additional cohort of consultants to fulfill the needs of speakers.

To be measured by the amount of students who enrolled in CST 390 during AY 2003-2004

Metric: 10 additional students will be trained to become communication consultants.

Assessment result: There were 14 students enrolled in CST 390 during spring 2004

**Outcome 3:** Speaking Center (SC) staff will be able to identify attainable improvements for workplace environment.

To be assessed through face-to-face feedback meetings with staff and measured by number of internal changes made to the workplace

Metric: 3 workplace changes will be put into place each academic year

Assessment result: 3 changes were implemented from AY's from 2003-2004:

- Significantly added to our tip sheet offerings
- Stopped scheduling staff for more than one hour at a time in group room (too hot in there)
- Took consultants to national speaking center conference for the first time

**Outcome 4:** Workshop participants will find workshops conducted by the Speaking Center to be informative

To be measured by answers to question 1 (Q1) on the *workshop feedback instrument*

*Please circle or state the answer that most clearly identifies how you feel about the workshop you just completed.*

*Q1 This workshop was informative*

*Agree*

*Somewhat agree*

*Don't know*

*Somewhat disagree*

*Disagree*

*Metric:*

Workshop assessment reports for Q1 on *workshop feedback instrument* scored 3.75 or above on a 5.00 point scale.

*Assessment result:*

Workshop assessments for Q1 on *workshop feedback instrument* indicated a score of 4.78/5.00 in spring 2004 and 4.72/5.00 in fall 2003.

**The University Speaking Center  
Assessment Outcomes  
Academic Year 2004 to 2005**

**Outcome 1:** The Speaking Center will increase the amount of consultations offered to students.

To be measured by the increase amount of consultation reports completed

Metric: 10% increase in the amount of consultations completed compared to the AY 2003-2004.

Assessment result: There were 1154 consultations completed, an increase of 32.8% compared to the AY 2003-2004 (869 consultations).

**Outcome 2:** The Speaking Center will increase the amount of new consultants to fulfill the needs of speakers.

To be measured by the amount of students enrolled in CST 390 classes

Metric: 20 additional students will be trained to become communication consultants through two CST 390 courses offered.

Assessment result: There were 20 students enrolled in CST 390 during AY 2004-2005 (10 each semester)

**Outcome 3:** Speaking Center (SC) staff will be able to identify attainable improvements for workplace environment.

To be assessed through face-to-face feedback meetings with staff and measured by number of internal changes made to the workplace

Metric: 3 workplace changes will be put into place each academic year

Assessment result: 3 changes were implemented from AY's from 2004-2005:

- Established Managing Consultant rank to provide ongoing support during hours of operation
- Archived tip sheets to Web
- Arranged for air conditioning to remain functional during winter months to counter the excessive heat in our Center

**Outcome 4:** Workshop participants will find workshops conducted by the Speaking Center to be informative

To be measured by answers to question 1 (Q1) on the *workshop feedback instrument*

*Please circle or state the answer that most clearly identifies how you feel about the workshop you just completed.*

*Q1 This workshop was informative.*

*Agree                      Somewhat agree                      Don't know                      Somewhat disagree                      Disagree*

*Metric:*                      Workshop assessment reports for Q1 on *workshop feedback instrument* scored 3.75 or above on a 5.00 point scale.

*Assessment result:*                      Workshop assessments for Q1 on *workshop feedback instrument* indicated a score of 4.83/5.00 in spring 2005 and 4.82/5.00 in fall 2004.

**Outcome 5:**    Identify areas for improvements by generating feedback from faculty members regarding instructional workshop service the SC offers

To be assessed by question 3 (Q3) on the Speaking Center Survey to faculty

*Q3 What changes could we make to our workshop(s) so that they might better serve you and your students?*

*Metric:*                      Identify at least three areas for improvements from the collected responses

*Assessment result:*                      Three suggestions from faculty and staff regarding SC workshops:

- I think the students need to see examples of the common mistakes in giving presentations as well as examples of good presentations—perhaps through video or role playing. It might also be helpful to have someone from the speaking center present when students give oral presentations, so they could provide constructive and individualized feedback. I also could benefit from a rubric for grading presentations.
- Perhaps next semester, instead of a more basic “comfort in front of a room” exercise, I’d love to see the students required to give some sort of impromptu speech off the top of their heads. Just one or two willing participants could be used to illustrate the perils of unpreparedness and the merits of relaxation. What did not seem as useful, in contrast, was the alphabet recitation exercise, which was designed to teach the variety of tones one can employ within a single speech. Not sure they got as much out of that as they might an exercise more in line with an actual presentation.
- Generally, I think your workshops are good. That said, I have seen times where you tried to go heavy on the information, light on the interaction. I think that ratio should often be reversed. That is, tell/show/do, but with a focus on do.

**The University Speaking Center  
Additional Outcomes  
Academic Year 2005 to 2006**

**Outcome 1:** As a result of face-to-face consultation, speakers will perceive value for the Speaking Center.

To be measured by answers to question 1 (Q1) of *the speakers' feedback questionnaire* of 100 random samples indicating clients agreed that the consultations were helpful to them.

*Please circle or state the answer that most clearly identifies how you feel about the session you just completed.*

*Q1 This session was helpful.*

*Agree                  Somewhat agree                  Don't know                  Somewhat disagree                  Disagree*

*Metric:*                  Average score for Q1 on the clients' feedback questionnaire scored 3.00 or above on a 4.00 pt. scale

*Assessment result:*      Speakers' feedback questionnaire for Q1 indicated a score of 3.88/4.00 during fall 2005

**Outcome 2:** Workshop participants will find workshops conducted by the Speaking Center to be informative.

To be measured by answers to question 1 (Q1) on the *workshop feedback instrument*

*Please circle or state the answer that most clearly identifies how you feel about the workshop you just completed.*

*Q1 This workshop was informative.*

*Agree                  Somewhat agree                  Don't know                  Somewhat disagree                  Disagree*

*Metric:*                  Workshop assessment reports for Q1 on *workshop feedback instrument* scored 3.75 or above on a 5.00 point scale.

*Assessment result:*      Workshop assessments for Q1 on *workshop feedback instrument* indicated a score of 4.79/5.00 in spring 2006 and 4.85/5.00 in fall 2005

**Outcome 3:** Speaking Center (SC) staff will be able to identify attainable improvements for workplace environment.

To be assessed through face-to-face feedback meetings with staff and measured by number of internal changes made to the workplace

Metric: 3 workplace changes will be put into place each academic year

Assessment result: 3 changes were implemented from AY's from 2005-2006:

- Added second graduate assistant
- Established a formal performance review system for all consultants
- Made community outreach a more viable option for the consultants in the internship course & the graduate students

**Outcome 4:** Identify areas for improvements by generating feedback from faculty members regarding instructional workshop service the SC offers

To be assessed by question 3 (Q3) on the Speaking Center Survey to faculty

*Q3 What changes could we make to our workshop(s) so that they might better serve you and your students?*

Metric: Identify at least three areas for improvements from the collected responses

Assessment result: Three suggestions from faculty and staff regarding SC workshops:

- I realized this was a first go for this particular session and like many things I do perhaps a just in time effort. So my suggestion is to perhaps provide some of the written materials in advance of the class. There was a wealth of good information in those that the class may not have fully leveraged.
- The workshop emphasized presentation or "speeches". I would like to include more informal group communication techniques.
- In my opinion, what worked for us was collaborating ahead of time so that the Speaking Center had a good idea of the assignment, and we scheduled both an introductory or general overview session with your staff AND followed up with students practicing in front of your staff. So my advice is to keep pushing faculty to plan ahead, get started early, and to get as many as possible to build developmentally across several sessions with the [Center. That] is the ideal in my opinion and that is what enables student to experience a sense of gaining mastery. So I am not suggesting changes so much as encouraging you to seek the resources to expand and deepen what you are doing. It works.



**The University Speaking Center  
Assessment Outcomes  
Academic Years Fall 2006 to Spring 2010**

**Outcome 1:** As a result of face-to-face consultation, speakers will be able to identify the most important thing they learned.

To be measured by answers to question 1 of *the speakers' feedback questionnaire*

*Please circle or state the answer that most clearly identifies how you feel about the session you just completed.*

*Q1 The most important thing I learned is:*

Metric: 80% of a random sample of feedback drawn from the completed feedback questionnaire by speakers indicates something speakers learned

Assessment result:

- 2009-2010 Spring 2010, 96.0% of a sample of 100 randomly collected feedbacks from the feedback questionnaire identified at least one specific item speakers worked on during the consultations.
- 2008-2009 Spring 2009, 99.0% of a sample of 107 randomly collected feedbacks from the feedback questionnaire identified at least one specific item speakers worked on during the consultations.
- 2007-2008 Fall 2007, 95.0% of a sample of 100 randomly collected feedbacks from the feedback questionnaire identified at least one specific item speakers worked on during the consultations.
- 2006-2007 Spring 2007, 95.0% of a sample of 100 randomly collected feedbacks from the feedback questionnaire identified at least one specific item speakers worked on during the consultations.

**Outcome 2:** As a result of face-to-face consultation, speakers will be able to articulate a plan to move forward in their own speechmaking process.

To be measured by answers to question 2 on *the speakers' feedback questionnaire*

*Q2 As a result of today's session, one thing I am planning to do is:*

Metric: 80% of a random sample of feedbacks drawn from the completed feedback questionnaire by speakers indicates something speakers learned by providing their plans for moving forward.

Assessment result:

- 2009-2010 Spring 2010, 89.0% of a sample of 100 randomly collected feedback identified action(s) they would take as a result of the consultation.
- 2008-2009 Spring 2009, 92.5% of a sample of 107 randomly collected feedback identified action(s) they would take as a result of the consultation.

- 2007-2008 item was not assessed
- 2006-2007 item was not assessed

**Outcome 3:** Speaking Center (SC) staff will be able to identify attainable improvements for the workplace environment.

To be assessed through face-to-face feedback meetings with staff and measured by number of internal changes made to the workplace.

Metric: 3 workplace changes will be put into place each academic year

Assessment result: 12 changes were implemented from 2007-2010:

- Changed recording practices from VHS to DVD
- Added protein (peanut butter) to staff pantry
- Developed Consultant of the Week (CoW) recognition program
- Raised funds to take staff to speaking center conference
- Added signs which identify who the manager on duty is each hour
- Moved director and assistant director offices out of the center
- Added desk managers to work reception during our peak hours
- Added a second graduate assistant
- Changed recording practices from DVD to Flip Camera
- Added larger refrigerator to kitchen area
- Stopped traveling to Piney Lake for TeamQuest opting instead to offer our own version of this staff development program on main campus
- Provided all new staff members with Speaking Center t-shirts

**Outcome 4:** Workshop participants will find workshops conducted by the Speaking Center to be (helpful or informative) valuable.

To be measured by answers to question 5 (Q5) on *workshop feedback instrument* from spring 2009 and later and question 1 (Q1) on *workshop feedback instrument* from fall 2008 and before

*Please circle or state the answer that most clearly identifies how you feel about the workshop you just completed.*

*Q5 This workshop was helpful*

*Agree                  Somewhat agree                  Don't know                  Somewhat disagree                  Disagree*

*Q1 This workshop was informative.*

*Agree                  Somewhat agree                  Don't know                  Somewhat disagree                  Disagree*

Metric: Workshop assessment reports for Q5 scored 3.00 or above on a 4.00 point scale for spring 2009 and later  
Workshop assessment reports for Q1 scored 3.75 or above on a 5.00 point scale for fall 2008 and before

Assessment result: Workshop assessments for Q5 on *workshop feedback instrument* from Spring 2009 and later and Q1 on *workshop feedback instrument* from Fall 2008 and before indicated a score of:  
3.74/4.00 in spring 2010 and 3.74/4.00 in fall 2009  
3.84/4.00 in spring 2009 and **3.71/5.00** in fall 2008  
4.67/5.00 in spring 2008 and 4.66/5.00 in fall 2007  
4.70/5.00 in spring 2007 and 4.79/5.00 in fall 2006

**Outcome 5:** Identify areas for improvements by generating feedback from faculty members regarding instructional workshop services the Speaking Center offers.

To be assessed by question 4 on the Speaking Center Survey to faculty

*Q4 What changes could we make to our workshop(s) so that they might better serve you and your students?*

Metric: Identify at least three areas for improvements from the collected responses

Assessment result: Three suggestions from faculty and staff regarding SC workshops:

- Fall 2006-2007:
  - o Problem shooting would be a good topic addition in a group workshop. When asking the class for feedback about a peer's performance during a workshop activity, provide both positive and constructive feedback so that the student will have areas to improve upon. Incorporate more of a clear focus on the clear and crisp presentation of material and how to effectively communicate an idea that you know, but of which your audience is unaware. It might be helpful to give students an assignment (such as preparing a short presentation) before the workshop and then use the workshop as more of a critique format so as to give feedback that is more class-specific. The students could have benefited from breaking down the delivery and organization workshop into two separate sessions, each more focused and detailed. (The instructor acknowledges that it is up to him to request the separate workshops). Time permitting, the workshop on organization would have students practice writing a sentence outline and the delivery session would have students develop a one minute speech to be performed and critiqued.
  - o One of the speakers was a bit too "peppy" and the students talked about her at the end of class. They thought she was a bit overly enthusiastic and used too much "valley girl speech" and slang.
  - o I will schedule the workshop earlier in the semester (a suggestion from the students).
- Fall 2007-2008:
  - o Tough to say – like anything else, those that were engaged benefited most. I think exposure to the speaking opportunities is key.

- My observation (as someone who has done corporate training around the world and has a background in the performing arts) is that the instructors would benefit from training on the specific needs of speakers whose first language is not English. In addition, some of the techniques we use in our classes that build in more time for reflection on the part of the participants would be useful. I would be happy to talk more about his with you and think that the work you all are doing is much appreciated!! Thank-you!!
  - I think it would be helpful to tailor this workshop even more to the settings in which these students work and have placements. Perhaps next semester, I could provide some scenarios that I know students face and they could practice and think about these situations.
- Fall 2008-2009:
- I have no suggestions. None that I can think of at this time, I am not sure. Perhaps if you conduct a focus group with student who have taken the workshop and ask them what would help them. Add more time for individual student [participation] even if it's just reading statements in front of the [class,] so they get some practice and feedback. I thought the workshop went very well and I am very grateful for the support provided by the Speaking Center and its consultants.
  - FOR THE TOUR... HOLD THE OVERVIEW IN A CLASSROOM, NOT IN THE HALLWAY. FOR THE ANXIETY PRESENTATION, ALL WENT WELL.
  - As I share with Hema verbally – now that we have done one workshop together, I have a better idea of how to prepare her and to prepare the high school students. I am not sure if we could do pre & post assessment to get a better handle on 3&4. – None. No changes necessary—Hema was great. She tailored the workshop to my students' needs and responded to my suggestions. This is a great service and I will use it again.
  - Only one of the presenters sent to the class actually did any of the exercises or spoke more than a few words. Fewer exercises with more time devoted to them and more audience participation might be better too. Add something silly, like drawing, to the workshop.
- Fall 2009-2010
- No
  - Unsure of any changes
  - I will definitely invite you back. The only change I can think of is to send me this questionnaire closer to the time of the workshop, when my memory is still fresh :)

**The University Speaking Center  
Assessment Outcomes  
Academic Year 2010-2011**

**Outcome 1:** As a result of face-to-face consultation, speakers will be able to identify the most important thing they learned.

To be measured by answers to question 1 (Q1) in *the speakers' feedback questionnaire* (second part)

*Please circle or state the answer that most clearly identifies how you feel about the session you just completed.*

*Q1 The most important thing I learned is:*

Metric: 80% of speakers who completed survey answered Q1 by identifying something they learned

Assessment result: 93.7% (2555/2727) of speakers identified at least a specific item/skill/topic they worked on during the consultation.

**Outcome 2:** As a result of face-to-face consultation, speakers will be able to articulate a plan to move forward in their own speech making process.

To be measured by answers to question 3 (Q3) in *the speakers' feedback questionnaire* (second part)

*Q3 As a result of today's session, one thing I am planning to do is:*

Metric: 80% of speakers who completed survey answered (Q3) by providing plan for moving forward.

Assessment result: 92.7% (2529/2717) of speakers identified actions they would take as a result of the consultation.

**Outcome 3:** Identify attainable improvements for workplace environment through face-to-face feedback meetings with staff.

To be measured by the number of internal changes made to the workplace

Metric: 3 workplace changes will be put into place each academic year

Assessment result: Three changes were added to enhance the SC workplace during 2010-2011:

- Established a formal system for monitoring workshop progress from development to facilitation
- Moved all workshop files to network drive for easy access

- Formalized the training of consultants in our online consultation services

**Outcome 4:** Workshop participants will find workshops conducted by the Speaking Center to be helpful.

To be measured by answers to question 5 (Q5) on *workshop feedback instrument*

*Please circle or state the answer that most clearly identifies how you feel about the workshop you just completed.*

*Q5 This workshop was helpful*

*Agree*

*Somewhat agree*

*Don't know*

*Somewhat disagree*

*Disagree*

*Metric:*

Workshop assessment reports for Q5 scored 3.00 or above on a 4.00 point scale.

*Assessment result:*

Workshop assessments for Q5 indicated a score of 3.69/4.00 for fall 2010 and 3.84/4.00 for spring 2011.

**Outcome 5:** As a result of online consultation, speakers will be able to identify the most important thing they learned.

To be measured by answers to question 14 (Q14) on *the speakers' online Speaking Center feedback questionnaire*

*Q14. The most important thing I learned is:*

*Metric:*

80% of speakers who completed online feedback survey will answer Q14 by identifying something they learned.

*Assessment result:*

94.8% (75/77) of speakers identified at least a specific item/skill/topic they worked on during the consultation.

**Outcome 6:** As a result of online consultation, speakers will be able to articulate a plan to move forward in their own speech making process.

To be measured by answers to question 16 (Q16) on *the speakers' online SC feedback questionnaire*

*Q16. As a result of today's session, one thing I am planning to do is:*

*Metric:*

80% of speakers who completed survey will answer Q16 by providing plan for moving forward.

*Assessment result:*

97.7% (76/77) of speakers identified actions they would take as a result of the consultation.

**Outcome 7:** Identify areas for improvement by generating feedback from faculty members regarding instructional workshop service the Speaking Center offers.

To be assessed by question 4 on the Speaking Center Survey to faculty

*Q4 What changes could we make to our workshop(s) so that they might better serve you and your students?*

Metric: Identify at least three areas for improvements from the collected responses

Assessment result: Suggestion from faculty and staff regarding SC workshops in fall 2010:  
- No changes as this suited our needs perfectly.

\*Spring semester feedback was not collected by our Assistant Director.

**The University Speaking Center  
Assessment Outcomes  
Academic Year 2011-2012**

**Outcome 1:** As a result of face-to-face consultation, speakers will be able to identify the most important thing they learned.

To be measured by answers to question 1 (Q1) in *the speakers' feedback questionnaire* (second part)

*Please circle or state the answer that most clearly identifies how you feel about the session you just completed.*

*Q1 The most important thing I learned is:*

Metric: 80% of speakers who completed survey answered Q1 by identifying something they learned.

Assessment result: 90.72% (2570/2833) of speakers identified at least a specific item/skill/topic they worked on during the consultation.

**Outcome 2:** As a result of face-to-face consultation, speakers will be able to articulate a plan to move forward in their own speechmaking process.

To be measured by answers to question 3 (Q3) in *the speakers' feedback questionnaire* (second part)

*Q3 As a result of today's session, one thing I am planning to do is:*

Metric: 80% of speakers who completed survey answered (Q3) by providing plan for moving forward.

Assessment result: 88.67% (2512/2833) of speakers identified actions they would take as a result of the consultation.

**Outcome 3:** Identify attainable improvements for workplace environment through face-to-face feedback meetings with staff.

To be measured by the number of internal changes made to the workplace

Metric: 3 workplace changes will be put into place each academic year

Assessment result: Three changes were added to enhance the SC workplace during 2011-2012:

- Added wireless keyboard and mice into presenting stations
- Added carts with projectors and laptops to conduct consultation in non-SC spaces (conference room, etc.)



- Awarded Kudos chocolate bars to most helpful consultants each month based on managing consultants' nominations

**Outcome 4:** Workshop participants will find workshops conducted by the Speaking Center to be helpful.

To be measured by answers to question 5 (Q5) on *workshop feedback instrument*

*Please circle or state the answer that most clearly identifies how you feel about the workshop you just completed.*

*Q5 This workshop was helpful*  
*Agree                  Somewhat agree                  Don't know                  Somewhat disagree                  Disagree*

*Metric:*                  Workshop assessment reports for Q5 scored 3.00 or above on a 4.00 point scale.

*Assessment result:*      Workshop assessments for Q5 indicated a score of 3.77/4.00 for fall 2011 and 3.69/4.00 for spring 2012.

**Outcome 5:** As a result of online consultation, speakers will be able to identify the most important thing they learned.

To be measured by answers to question 14 (Q14) on *the speakers' online Speaking Center feedback questionnaire*

*Q14. The most important thing I learned is:*

*Metric:*                  80% of speakers who completed online feedback survey answered Q14 by identifying something they learned.

*Assessment result:*      96.00% (192/200) of speakers identified at least a specific item/skill/topic they worked on during the consultation.

**Outcome 6:** As a result of online consultation, speakers will be able to articulate a plan to move forward in their own speechmaking process.

To be measured by answers to question 16 (Q16) on *the speakers' online SC feedback questionnaire*

*Q16. As a result of today's session, one thing I am planning to do is:*

*Metric:*                  80% of speakers who completed survey answered Q16 by providing plan for moving forward.

*Assessment result:*      93.50% (187/200) of speakers identified actions they would take as a result of the consultation.

**Outcome 7:** Identify areas for improvements by generating feedback from faculty members regarding instructional workshop service the Speaking Center offers

To be assessed by question 4 on the Speaking Center Survey to faculty

*Q4 What changes could we make to our workshop(s) so that they might better serve you and your students?*

Metric: Identify at least three areas for improvements from the collected responses

Assessment result: Three suggestions from faculty and staff regarding SC workshops:

- Provide additional options to help students decrease or eliminate distractive actions (e.g., umms, pulling on hair, clicking pen, etc...) when presenting.
- The only change I would like is to see us use more role-playing and constructive feedback methods to get the students further involved in the workshop.
- Incorporating small group discussions/break-out sessions that encourage tutors to discuss ways to specifically minimize negative or harmful habits that hinder the development of successful tutoring relationships. Potentially, this might move from environmental considerations to things such as how jewelry, tattoos, piercings, etc. may distract conversations (i.e., what's an appropriate balance between the rights of self-expression v. fostering open and welcoming environments that minimize distractions?)

**The University Speaking Center  
Assessment Outcomes  
Academic Year 2012-2013**

**Outcome 1:** As a result of face-to-face and online consultations, speakers will be able to identify the most important thing they learned.

To be measured by answers to question 1 (Q3) in *the speakers' feedback questionnaire*

*Please answer honestly about how you feel about the session you just completed.*

*Q1 The most important thing I learned is:*

Metric: 80% of speakers who completed survey answered Q1 by identifying something they learned

Assessment result: 85.65% (1194/1394) of speakers identified at least a specific item/skill/topic they worked on during the consultation.

**Outcome 2:** As a result of face-to-face consultation, speakers will be able to articulate a plan to move forward in their own speechmaking process.

To be measured by answers to question 3 (Q3) in *the speakers' feedback questionnaire*

*Q5 As a result of today's session, one thing I am planning to do is:*

Metric: 80% of speakers who completed survey answered (Q3) by providing a plan for moving forward.

Assessment result: 85.29% (1189/1394) of speakers identified actions they would take as a result of the consultation.

**Outcome 3:** Identify attainable improvements for the workplace environment through face-to-face feedback meetings with staff.

To be measured by the number of internal changes made to the workplace

Metric: 3 workplace changes will be put into place each academic year

Assessment result: Three changes are added to enhance the SC workplace during 2012-2013:

- Made provisions for mid-semester promotion to manger
- New sources used for workshop materials
- Changed how Managing Consultants communicate important task information with desk managers about daily operations

**Outcome 4:** At the end of the workshop, workshop participants will be able to identify the most important thing they learned.

To be measured by answers to question 1 (Q1) in *the workshop feedback instrument*

*Please circle or state the answer that most clearly identifies how you feel about the session you just completed.*

*Q1 The most important thing I learned is:*

Metric: 80% of speakers who completed survey answered Q1 by identifying something they learned.

Assessment result: 95.7% (fall 2012) and 97.8% (spring 2013) of workshop participants identified at least a specific item/skill/topic they learned as the result of the workshops.

**Outcome 5:** At the end of the workshop, speakers will be able to articulate an action plan relating to the workshop topic.

To be measured by answers to question 3 (Q3) in *the workshop feedback instrument*

*Q3 As a result of this training, one thing I am planning to do is:*

Metric: 80% of speakers who completed survey answered (Q3) by providing plan for moving forward.

Assessment result: 91.1% (fall 2012) and 89.5% (spring 2013) of speakers identified actions they would take as a result of the workshops.

**Outcome 6:** Workshop participants will find workshops conducted by the Speaking Center to be helpful.

To be measured by answers to question 5 (Q5) on *workshop feedback instrument*

*Please circle or state the answer that most clearly identifies how you feel about the workshop you just completed.*

*Q5 This workshop was helpful*

*Agree      Somewhat agree      Don't know      Somewhat disagree      Disagree*

Metric: Workshop assessment reports for Q5 scored 3.00 or above on a 4.00 point scale.

Assessment result: Workshop assessments for Q5 indicated a score of 3.71/4.00 for fall 2012 and 3.79/4.00 for spring 2013.

**Outcome 7:** Faculty whose students have visited the Speaking Center for face-to-face and/or online consultation will have found value in our consultation services.

To be measured by answers to Q3 in *the faculty's feedback questionnaire*

Metric: 80% of faculty who completed the online feedback survey will identify at least one consultation service of value.

**Outcome 8:** Identify areas for improvements by generating feedback from faculty members regarding instructional workshop service the Speaking Center offers

To be assessed by question 4 on the Speaking Center Survey to faculty

*Q4 What changes could we make to our workshop(s) so that they might better serve you and your students?*

Metric: Identify at least three areas for improvements from the collected responses

Assessment result: Three suggestions from faculty and staff regarding SC workshops:

- In future workshops, I will ask for strategies to deal with engaging the audience more effectively
- Any opportunity to continue to connect the workshop with business presentations is welcomed
- Mock student presentations