

## Assessment Findings

### Finding per Measure

#### Hawaii Pacific University ILOs with PLOs (Copy 1)

Oral Communication

Students will demonstrate the ability to effectively express themselves in a spoken format.

#### Outcome: Oral Communication - Int MULT

Demonstrate the ability to communicate effectively to targeted and mass audiences through media creation and interaction.

▼ **Measure:** MULT 4900 Final Capstone Presentations  
*Course level Direct - Student Artifact*

Details/Description:

Students will present their final capstone projects (creative work) to the rest of the class. Before showing their creative work (e.g. short film, documentary, etc.), students will present their creative process, including background information for their chosen topic.

Coding Directions:

2 coders will evaluate each presentation and rate them according to the following Oral Communication criteria:

Students will demonstrate the ability to communicate appropriately and effectively to targeted audience through:

- Proper preparation and support of ideas
- Organization of Ideas
- Clear central message
- Clear oral presentation of ideas (proper delivery techniques)

The following scale will be used for each criteria:

1 = Acceptable

2 = Good  
3 = Excellent

Scoring to the quarter-point is permitted (e.g. 2.25, 2.5, 2.75, etc.)

Acceptable Target: 80% of students will achieve at least a 1 rating on this assignment

Ideal Target: 90% of students will achieve at least a 2 rating on this assignment

Implementation Plan (timeline): 2017-2018

Key/Responsible Personnel: Lisa Chuang

### Findings for MULT 4900 Final Capstone Presentations

#### Summary of Findings:

5 student final capstone presentations were sampled. Two coders watched each presentation and rated them according to the PLO for Oral Communication: "Demonstrate the ability to communicate effectively to targeted and mass audiences through media creation and interaction" through:

- Proper preparation and support of ideas
- Organization of Ideas
- Clear central message
- Clear oral presentation of ideas (proper delivery techniques)

Scores were compared for inter-coder reliability: Standard Deviation of scores ranged from .63 to .78.

The results indicate that, for all categories:

- 100% of all student achieved at least a score of 1.
- 75% of students achieved at least a score of 2.
- 25% of students achieved at least a

score of 3.

The means for each category were calculated:

- Central Message (M= 2.2; SD= .63)
- Organization of Ideas (M= 1.8; SD= .78)
- Proper Preparation and Support of Ideas (M= 1.8; SD= .78)
- Clear Oral Presentation of Ideas (M= 2.2; SD= .63)

Results: Acceptable Target  
Achievement: Exceeded;  
Ideal Target Achievement:  
Approaching

Results :


Acceptable Target Achievement:  
Met; Ideal Target Achievement :  
Approaching

Recommendations:

Clearer directions should be provided to students regarding the presentation of their final capstone, particularly in regard to organization of ideas and supporting ideas. A rubric that provides students with clear guidelines for central message, organization of ideas, proper preparation and support of ideas, and oral presentation of ideas, should be included in the syllabus/accompanying materials.

Reflections/Notes:

Substantiating Evidence:

 Score Sheet (Adobe Acrobat Document)

**These Findings are associated with the following Actions:**

Refinement of Instructions &  
Follow-up Review  
(Action Plan; 2017-2018 Assessment  
Cycle)

Action details: Students met minimum requirements but fell short of the ideal. Instructions for Oral Presentations in this course should be refined to bring them in line with Oral Communication PLOs so that students have the opportunity to demonstrate mastery in accordance with those PLOs.

Implementation Plan (timeline): This aspect of the Integrated Multimedia major should be reviewed again in no more than 5 years.

Key/Responsible Personnel: Lisa Chuang

Measures:

Budget approval required?  
(describe):

Budget request amount: \$0.00

Priority:

Supporting Attachments:

### Overall Recommendations

A rubric that provides students with clear guidelines for central message, organization of ideas, proper preparation and support of ideas, and oral presentation of ideas, should be included in the syllabus/accompanying materials.

### Overall Reflection

Overall, students met the acceptable target; however, clearer instructions/rubric should be provided in order to reach the ideal target, particularly in the areas of proper preparation and support of ideas and organization of ideas.

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