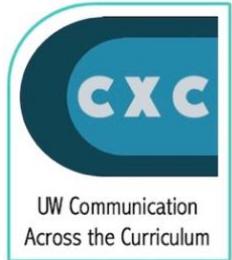


Fall 2024 COM Assessment: Findings

assembled by Rick Fisher, Director of UW Communication across the Curriculum



In Fall 2024, UW offered 191 sections (taught by 116 distinct instructors) related to COM course delivery. Each instructor of COM course(s) received a request to submit assessment data for *one* of the COM courses they taught. A total of 45 submissions were received, representing a response rate of 39%.

DIRECT ASSESSMENT OF STUDENT WORK. Similar to previous semesters, this fall's approach asked each participating instructor to report *three* students' performance on either a written or oral assignment for the course; the total valid data set for this assessment was 198 individual pieces of student work. Evaluation of performance was based on AAC&U's 4-point VALUE rubric for Written Communication or Oral Communication. Average instructor evaluations scores are shown in Tables F24.1 and F24.2. For comparison, the appendix provides scores from past semesters.

Table F24.1. Average rubric scores of student written work by COM level

	Context	Content	Conventions	Sourcing	Grammar
COM1	2.84	2.63	2.78	2.66	2.59
COM2	3.33	2.93	3.50	2.93	3.53
COM3	3.39	3.16	3.33	3.10	3.30
All written submissions	3.24	3.00	3.21	2.96	3.15

Table F24.2. Average rubric scores of student oral presentation

	Organization	Language	Delivery	Support	Message
COM2	3.36	3.27	2.85	3.09	3.29
COM3	3.42	3.46	3.21	3.42	3.33
All oral submissions	3.38	3.33	2.98	3.20	3.30

Of note: As with previous semesters, (1) there is a general trend for scores to be higher in COM3 courses than in COM1 and COM2 courses (except for grammar scores in COM2), and (2) scores for oral communication projects tend to be very slightly higher than scores for written work.

INDIRECT ASSESSMENT: COM3 STUDENT SURVEY. In Fall 2024, 137 COM3 students (out of 1075; 12.7% response rate) responded to an invitation to participate in a survey about their communication-intensive experiences during college. Forty-two percent of participants indicated that they had a major in A&S. Among notable results, students report:

- **Where they took their COM1 and COM2 courses.** Nearly 60% of participants transferred their COM1 course from an in-state or out-of-state institution. Nearly 60% took their COM2 at UW.
- **When they plan to graduate.** Nearly 40% of respondents indicate they do not plan to graduate in AY24-25, meaning that many students enrolled COM3s are not yet in their final transition from undergraduate degree to their next stage.
- **Overall sense of preparedness for communication after graduation.** In very general terms, three-quarters of students feel that their overall set of experiences during college have "mostly" or "fully" prepared them for a variety of communication tasks they might face after graduating. The following table (F24.3) provides more nuance

Table F24.3: Perceptions of Readiness for Communication Tasks after Graduation

As you think about your life after your undergraduate experience, how well prepared do you feel for to accomplish each of the following tasks (in future academic, workplace, and/or community settings)?*	Fully prepared	Mostly prepared	A little prepared	Not very prepared	Totally unprepared	I'm not sure
Writing documents for a variety of audiences	32.8%	53.3%	9.5%	0.7%	2.9%	0.7%
Creating communication materials that integrate text with graphics	38.0%	37.2%	17.5%	4.4%	2.2%	0.7%
Learning new software and applications to help you produce and/or manage communication	28.7%	34.6%	22.8%	11.8%	1.5%	0.7%
Working collaboratively to produce written documents	36.5%	40.9%	17.5%	2.9%	1.5%	0.7%
Working collaboratively to produce oral presentations	35.8%	38.7%	16.1%	5.8%	3.6%	0.0%
Revising communication materials you have created on your own	44.5%	38.0%	13.9%	1.5%	2.2%	0.0%
Revising communication materials that others have created	36.8%	40.4%	17.6%	2.2%	2.2%	0.7%
Editing and proofreading to produce error-free final-quality documents	48.5%	37.5%	8.8%	2.2%	2.9%	0.0%
Speaking and presenting to a variety of audiences	30.7%	46.0%	16.8%	4.4%	2.2%	0.0%
Listening and responding to a variety of audience members	40.1%	38.7%	13.9%	3.6%	3.6%	0.0%
Creating communication materials that fairly represent multiple perspectives...	29.9%	46.0%	19.7%	0.7%	3.6%	0.0%
Conducting self-guided secondary research (to locate journal articles, disc...)	44.5%	39.4%	9.5%	3.6%	2.9%	0.0%
Citing secondary research materials	51.1%	34.3%	7.3%	3.6%	2.9%	0.7%
Creating documents that meet specific format/design expectations	57.7%	32.8%	5.8%	0.7%	2.2%	0.7%

* Students were instructed to complete this section “based on ALL of your experiences during college, both in courses and beyond--including co-curricular activities, jobs/internships, etc.)

Table F25.4. Estimated amount of exposure to WRITTEN communication activities

Based on ALL of your undergraduate classroom written communication assignments (including those in your COM courses), in how many courses would you estimate you have been asked to do each of the following?	0	1 to 3	4 to 6	7 to 9	>9	Not sure
Write for an audience other than your teacher	2.9%	54.7%	26.3%	7.3%	5.8%	2.9%
Produce final-quality written work that included graphics	11.8%	44.9%	23.5%	10.3%	5.9%	3.7%
Produce final-quality work that has been thoroughly proofread	2.2%	27.2%	19.9%	16.9%	32.4%	1.5%
Write documents based on your own secondary research	1.5%	22.6%	29.2%	21.9%	22.6%	2.2%
Write documents based on your own primary research	9.5%	53.3%	19.7%	7.3%	7.3%	2.9%
Write documents that required you to engage with multiple viewpoints	3.6%	41.6%	31.4%	10.9%	9.5%	2.9%
Write documents that allowed flexibility in document design	27.7%	37.2%	16.1%	5.8%	5.1%	8.0%
Create a Works Cited, References page, Annotated Bibliography, or other list of sources	0.7%	11.7%	21.2%	19.7%	44.5%	2.2%
Revise a written project/document based on peer feedback	6.6%	39.4%	27.7%	8.8%	13.1%	4.4%
Revise a written project/document based on feedback from your instructor	1.5%	39.7%	31.6%	11.8%	13.2%	2.2%
Produce collaboratively written documents	10.3%	51.5%	22.1%	5.9%	6.6%	3.7%

Table F25.5. Estimated amount of exposure to ORAL communication activities

Based on ALL of your undergraduate classroom oral communication assignments (including in COM courses), in how many courses would you estimate you have been asked to do each of the following?	0	1 to 3	4 to 6	7-9	>9	Not sure
Present to an audience other than your teacher	1.5%	42.3%	35.0%	13.1%	5.8%	2.2%
Give an oral presentation based on your own secondary research	4.4%	46.0%	32.1%	8.0%	3.6%	5.8%
Give an oral presentation based on your own primary research	19.0%	54.7%	15.3%	2.2%	0.7%	8.0%
Give a presentation that required you to engage with multiple viewpoints	11.7%	54.7%	16.1%	4.4%	6.6%	6.6%
Develop oral presentation materials that allowed you flexibility in document design	6.6%	46.0%	24.8%	11.7%	5.1%	5.8%
Revise an oral presentation based on feedback from peers.	40.1%	38.0%	10.2%	2.2%	1.5%	8.0%
Revise an oral presentation based on feedback from your instructor	30.9%	44.1%	11.8%	3.7%	1.5%	8.1%
Create and deliver a collaborative oral project	8.0%	56.9%	19.0%	5.1%	8.0%	2.9%
Produce final-quality presentation materials that have included graphics	6.6%	48.9%	24.8%	7.3%	8.0%	4.4%

Appendix: Previous COM Assessment Results (Direct Assessments of Student Work)

FALL 2022. In Fall 2022, UW offered 183 sections (taught by 126 distinct instructors) related to COM course delivery. Each instructor of COM course(s) received a request to submit assessment data for *one* of the COM courses they taught. A total of 60 submissions were received, representing a response rate of 47%. The total data set for this assessment was 175 individual pieces of student work.

Table F22.1. Average rubric scores of student written work by COM level

	Context	Content	Conventions	Sourcing	Grammar
COM1	3.01	3.00	3.07	3.00	3.07
COM2	3.15	3.11	2.81	3.04	2.97
COM3	3.33	3.17	3.08	3.22	3.08

Table F22.2. Average rubric scores of student oral presentation

	Organization	Language	Delivery	Support	Message
COM1-COM3	3.36	3.34	3.25	3.32	3.43

SPRING 2022. In Spring 2022, UW offered 202 course sections (taught by 128 distinct instructors) related to COM course delivery. Each instructor of a COM course received a request to submit assessment data for *one* of the COM courses they taught. A total of 88 submissions were received (a response rate of ~65%). The total data set for this assessment was 247 individual pieces of student work. Evaluation of performance was based on AAC&U's VALUE rubric for Written Communication *or* Oral Communication. Tables S22.1 and S22.2 provide average instructor evaluation scores.

Table S22.1. Average rubric scores of student written work by COM level

	Context	Content	Conventions	Sourcing	Grammar
COM1	2.97	2.93	3.10	3.07	2.97
COM2	3.42	3.30	3.11	3.12	3.07
COM3	3.32	3.24	3.27	3.23	3.17

Table S22.2. Average rubric scores of student oral presentation by COM level

	Organization	Language	Delivery	Support	Message
COM2	3.30	3.24	3.18	3.09	3.48
COM3	3.47	3.27	3.13	3.27	3.40

FALL 2021. In Fall 2021, UW offered 198 sections (taught by 131 distinct instructors) related to COM course delivery. Each instructor of COM course(s) received a request to submit assessment data for *one* of the COM courses they taught. A total of 92 submissions were received for a response rate of 70.2%. Each instructor who participated was asked to report *three* students' performance on either a written or oral assignment for the course. Thus, the total data for this assessment was approximately 275 individual pieces of student work. Evaluation of performance was based on AAC&U's VALUE rubric for Written Communication *or* Oral Communication. Average instructor evaluations scores are shown in Tables F21.1 and F21.2.

Table F21.1. Average rubric scores of student written work by COM level

	Context	Content	Conventions	Sourcing	Grammar
COM1 (26)	3.09	2.87	2.86	2.84	2.97
COM2 (18)	3.17	3.04	2.91	3.02	2.98
COM3 (32)	3.25	3.20	3.11	3.06	3.04

Table 21.2. Average rubric scores of student oral presentation by COM level

	Organization	Language	Delivery	Support	Message
COM2 (8)	3.50	3.54	3.50	3.25	3.50
COM3 (8)	3.50	3.50	3.38	3.42	3.67