The goal of the assessment plan of the Speech Communication Department is to provide faculty with on-going and meaningful information to help improve learning outcomes. The following assessment procedures are used:

1. **Evaluation of Public speaking**
   Informative and persuasive speech presentations by students in the Public Speaking course (SPCM 100) are regularly evaluated by using specially designed evaluation rubrics.

2. **Evaluation of Intercultural Communication Theory Essays**
   Essays written in the Intercultural Communications Class (SPCM 220) are evaluated for theory and application using a rubric on a regular basis.

3. **Senior Project papers and presentations**
   Senior projects, as the culminating activity, are presented orally and in writing, and are evaluated using rubrics on an on-going basis.

4. **Adjudication accreditation Exam**
   At the end of each semester, all debaters take the Adjudication Accreditation Exam, a standard exam developed by the World University Debating Championships that assesses mastery of debating theory and rules and the ability to apply the rules.

5. **Senior exit survey**
   Senior exit surveys are administered at the end of every semester to students who have enrolled in the Senior Project seminar.

6. **Alumni Survey**
   Alumni are surveyed every five years at the time of the program review.

7. **Focus groups**
   At the time of the program review majors and debaters participate in focus groups to provide feedback about the program in terms of capacity, resources and learning outcomes.