

Spring 2018 Oral Communications Survey Text Analytics Results

Institutional Analytics & Research (IAR)

June 2018

Draft 1.10

Executive Summary

The Oral Communications Survey (OCS) was presented in the Spring 2018 Academic term (1/10/18 through 4/30/18) to 260 students in three speech classes including SPC2017, *Introduction to Speech Communications*; SPC2065, *Speech Communication for Business and the Professions*; and SPC2608, *Fundamentals of Public Speaking*. The survey included three open-text response items (Q1, Q2, Q3) and one ranked (forced selection) item (Q4). All open-text responses were analyzed using IBM SPSS Text Analytics (TA) for Surveys. Three respective TA models were produced categorizing virtually all (99%) of the text responses into one or more model node(s). Results were further exported to Tableau to produce several interactive (summary) dashboards. Overall survey results provide good empirical evidence of communications course impact from the perspective of the student in terms of knowledge gains and post-course application beyond the classroom, particularly in terms of gained confidence, improved interpersonal skills, on-the-job application, and enhanced social interaction skills. This presentation contains a summary of TA Modeling results as well as an embedded link to additional summary dashboard results for further exploration and drill-down. Please contact the FSCJ Office of Institutional Analytics & Research (IAR) for additional detail.

Course Descriptions

- SPC 2017 - Introduction to Speech Communications

This course is a performance based course that provides theory and practice in interpersonal, intrapersonal small group, intercultural and mass communication. The course emphasizes the responsibilities of individuals in the communication process required by a variety of communication settings. The course explores the principles of communication, the barriers to communication, and techniques to improve communication skills. This course focuses on speaking and listening competencies and will reinforce reading and writing competencies and CLAS communication skills.

- SPC 2065 - Speech Communication for Business and the Professions

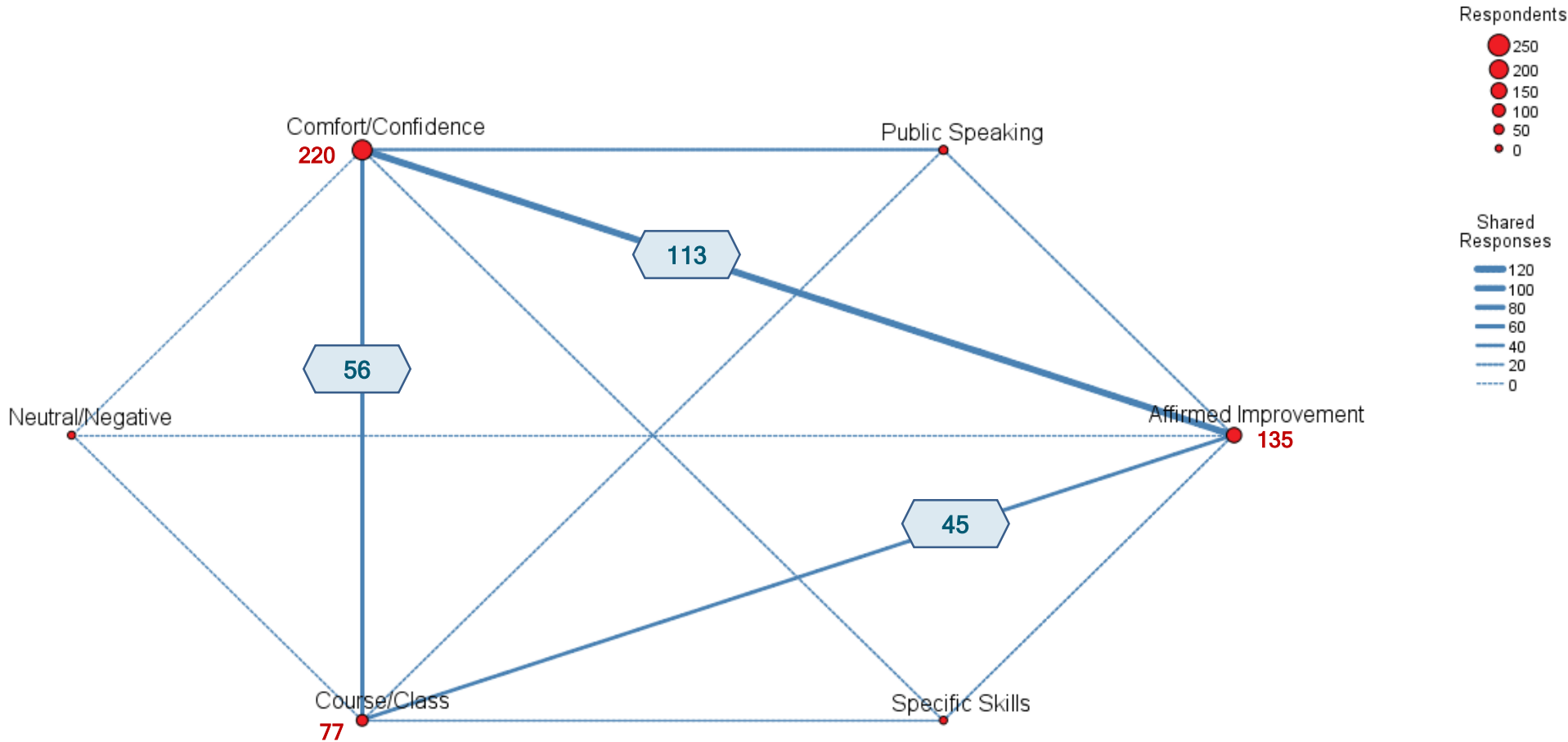
This course is designed to develop and refine oral communication skills in business and the professions. Students will learn basic listening, interpersonal, group and public speaking skills. Additional emphasis is given to non-verbal communication, preparing cover letters and resumes and job interview skills. Skills in using multi-media technology may be included. This course focuses on speaking and listening competencies and will reinforce reading and writing competencies and CLAS communication skills.

- SPC 2608 - Fundamentals of Public Speaking

This essential course in speaking and listening skills instructs students in the principles and procedures that promote effective communication. This study includes message composition involving idea and information acquisition, determination of purpose, and analysis of audience. This course also includes message transmittal involving vocal variations, articulation and appropriate levels of language usage and listening for both literal and critical comprehension.

Text Analytics Model 1

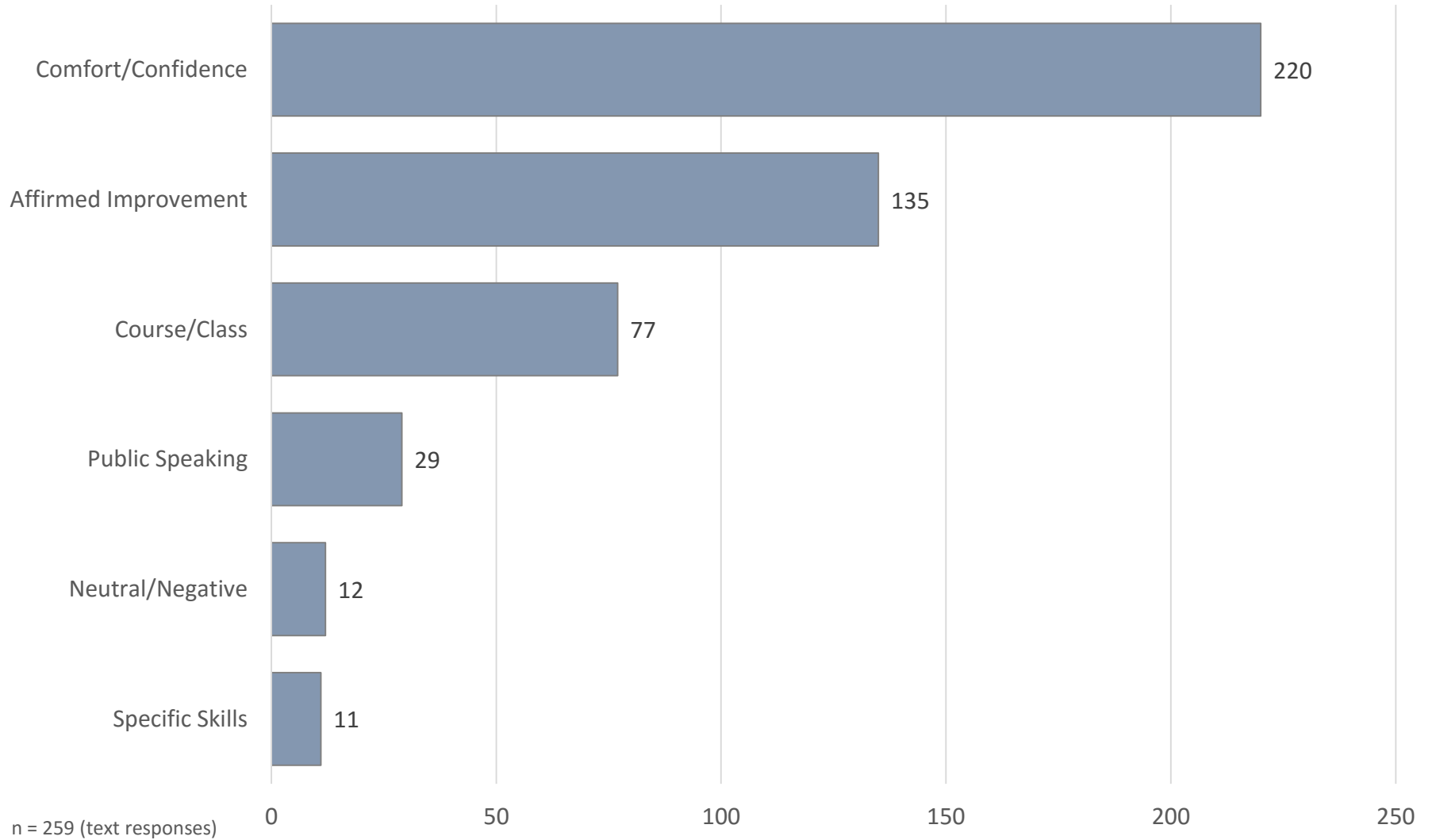
Q1: Do you feel you have improved as a speaker since taking this course? Explain how.



FSCJ Oral Communications Course Survey Q1 Individual Category Counts

Do you feel you have improved as a speaker since taking this course? Explain how.

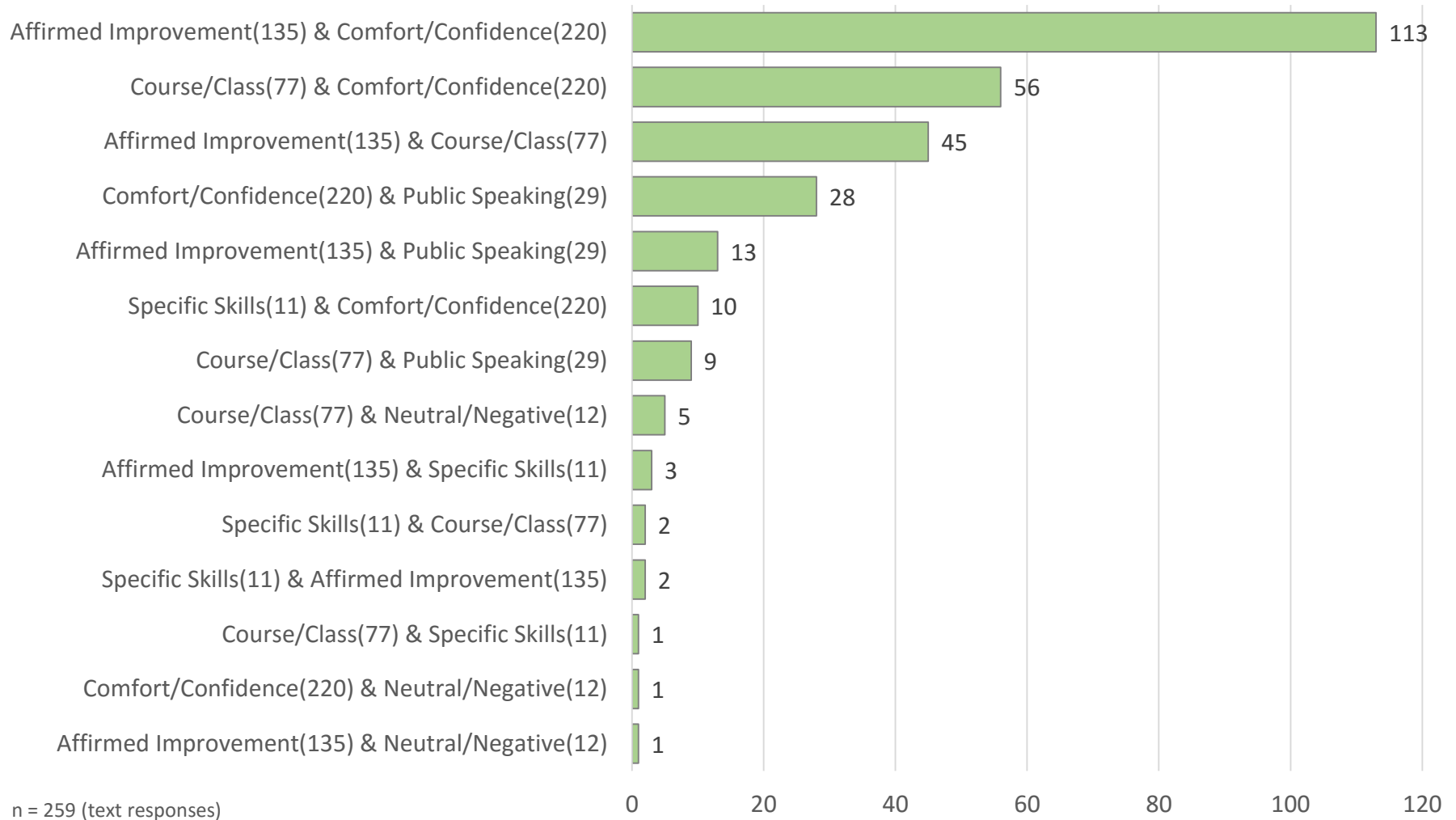
Spring 2018, Courses include SPC 2608, SPC 2017, SPC 2065



FSCJ Oral Communications Course Survey Q1 Shared Category Counts

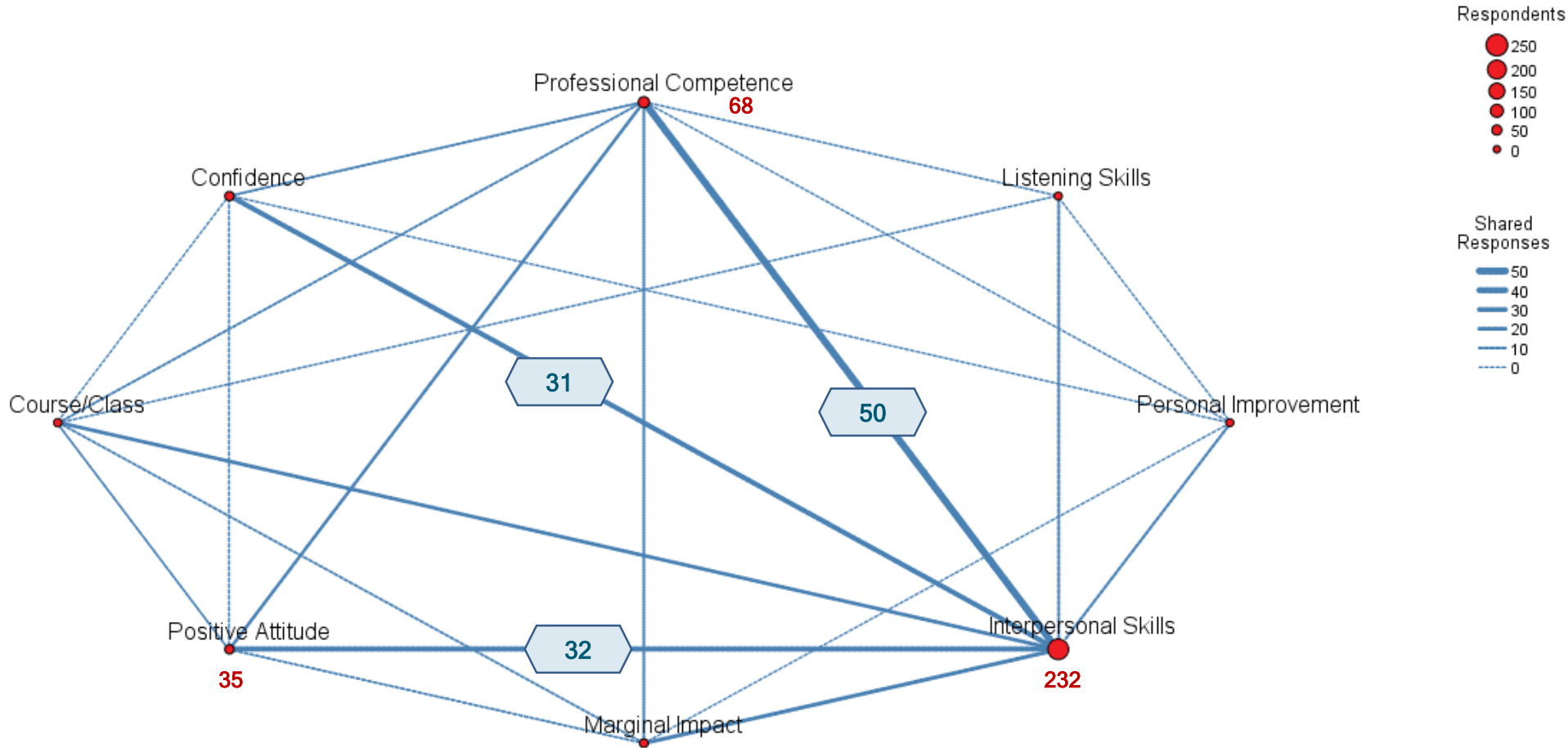
Do you feel you have improved as a speaker since taking this course? Explain how.

Spring 2018, Courses include SPC 2608, SPC 2017, SPC 2065



Text Analytics Model 2

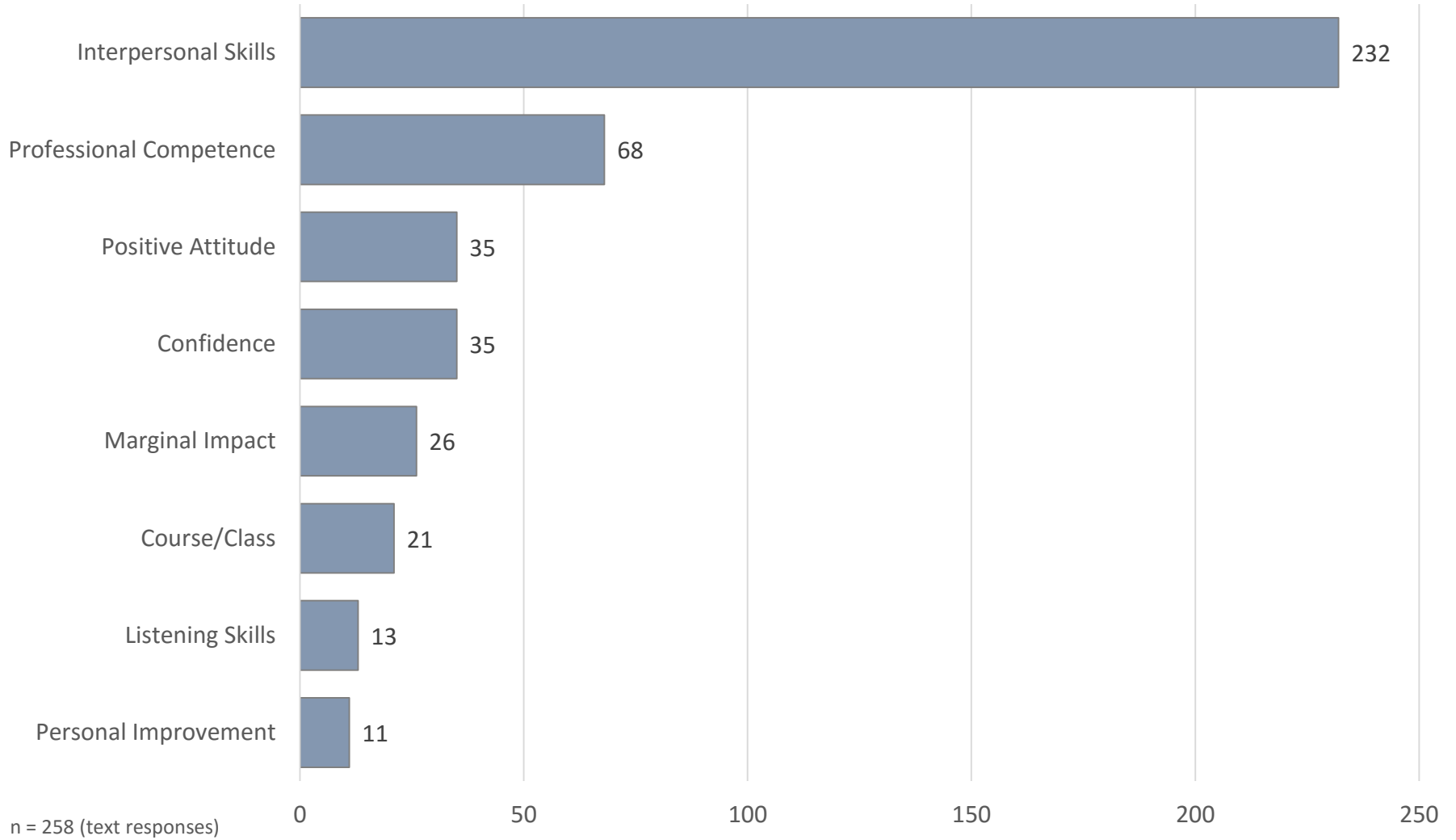
Q2: Briefly explain how this speech communication course has affected your ability to interact with others.



FSCJ Oral Communications Course Survey Q2 Individual Category Counts

Briefly explain how this speech communication course has affected your ability to interact with others.

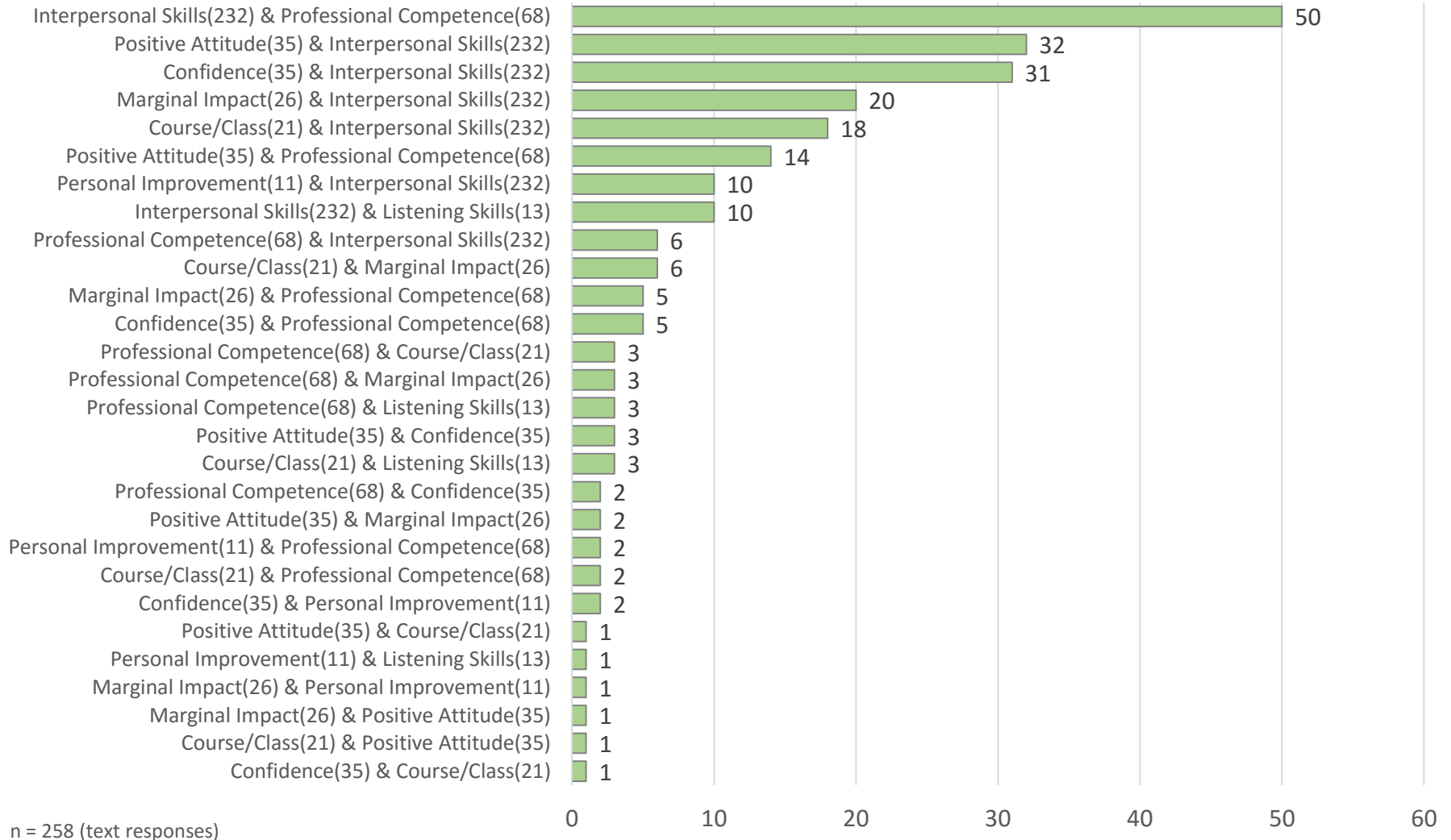
Spring 2018, Courses include SPC 2608, SPC 2017, SPC 2065



FSCJ Oral Communications Course Survey Q2 Shared Category Counts

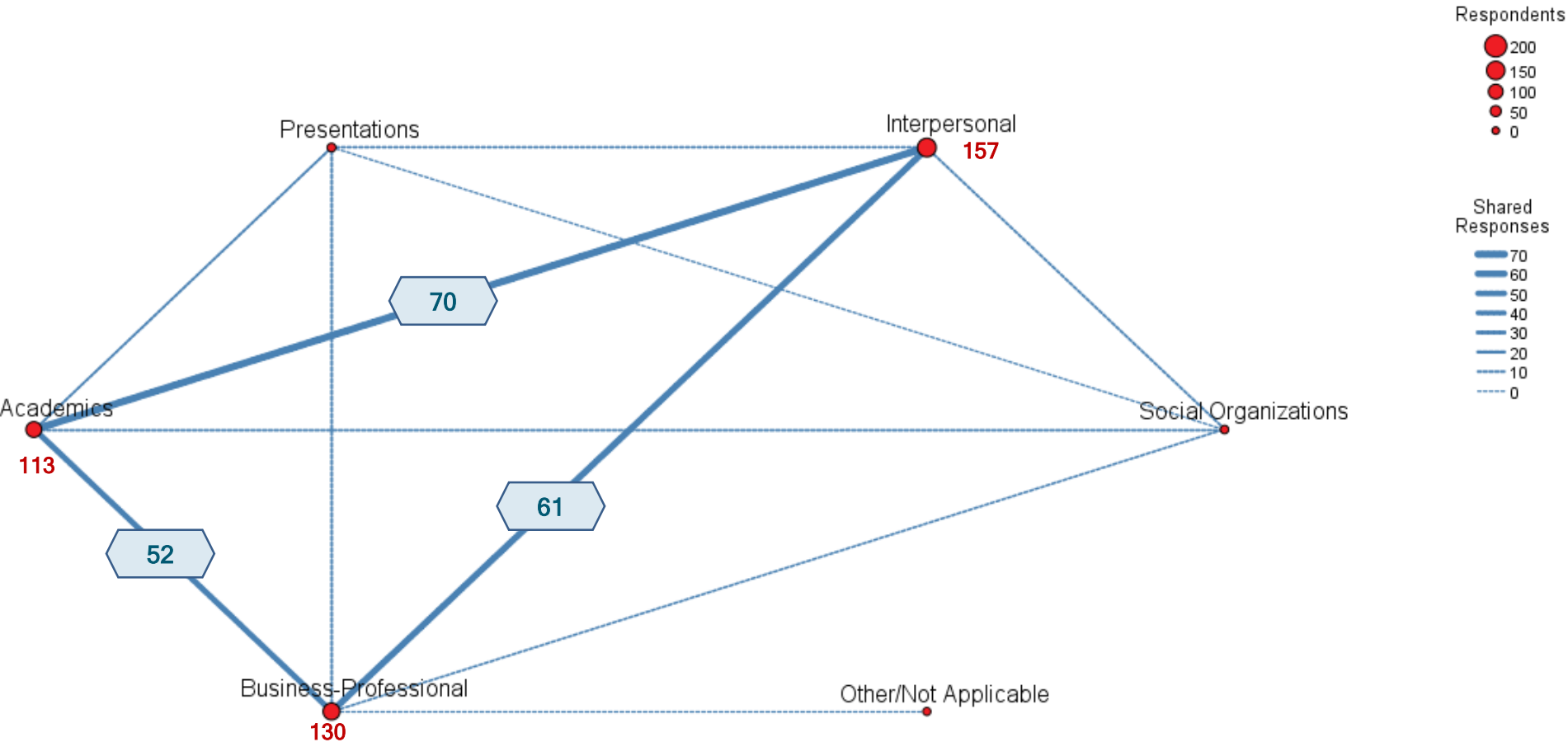
Briefly explain how this speech communication course has affected your ability to interact with others.

Spring 2018, Courses include SPC 2608, SPC 2017, SPC 2065



Text Analytics Model 3

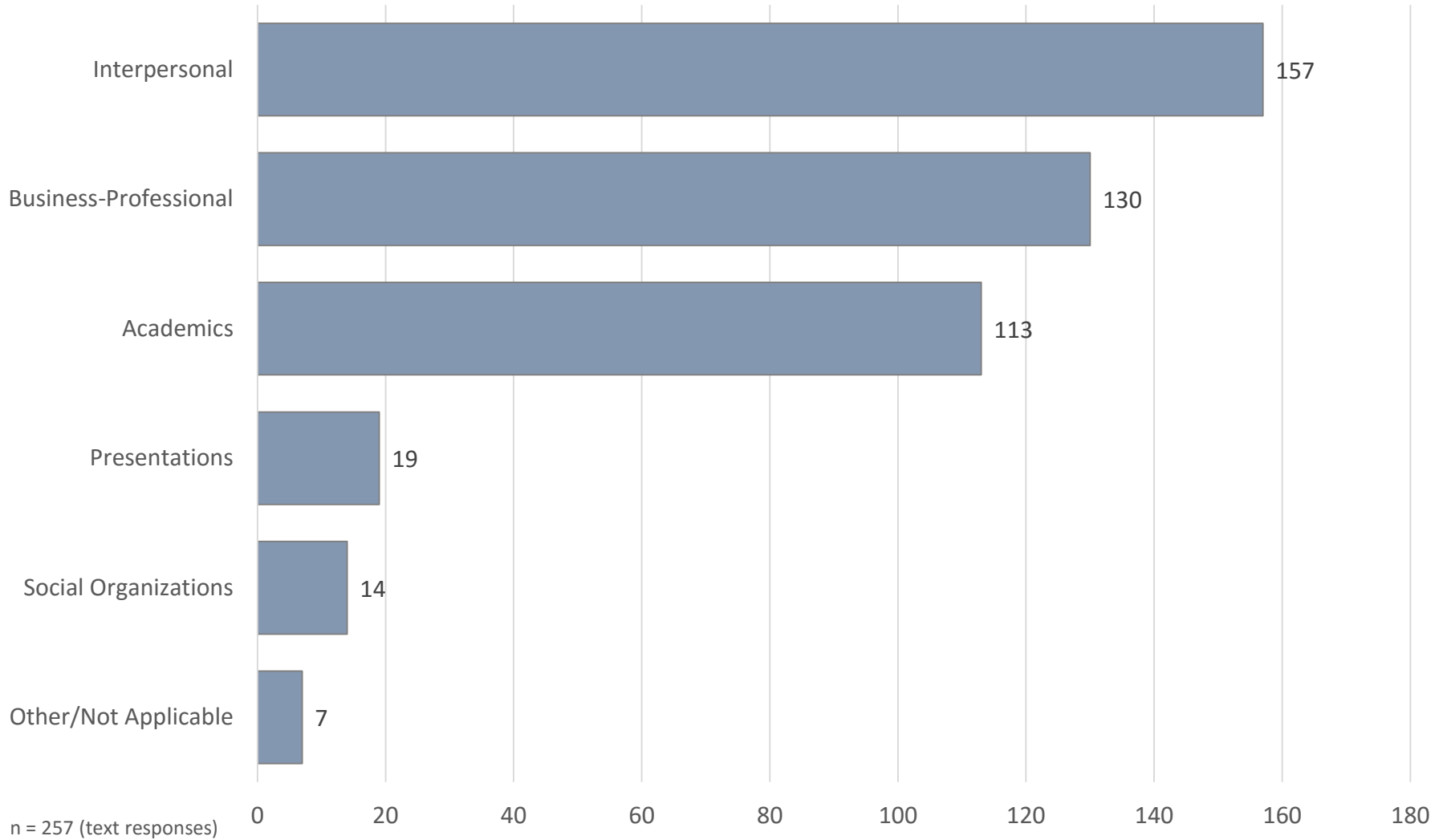
Q3: Briefly describe a specific situation where you have used the skills gained in this course.



FSCJ Oral Communications Course Survey Q3 Individual Category Counts

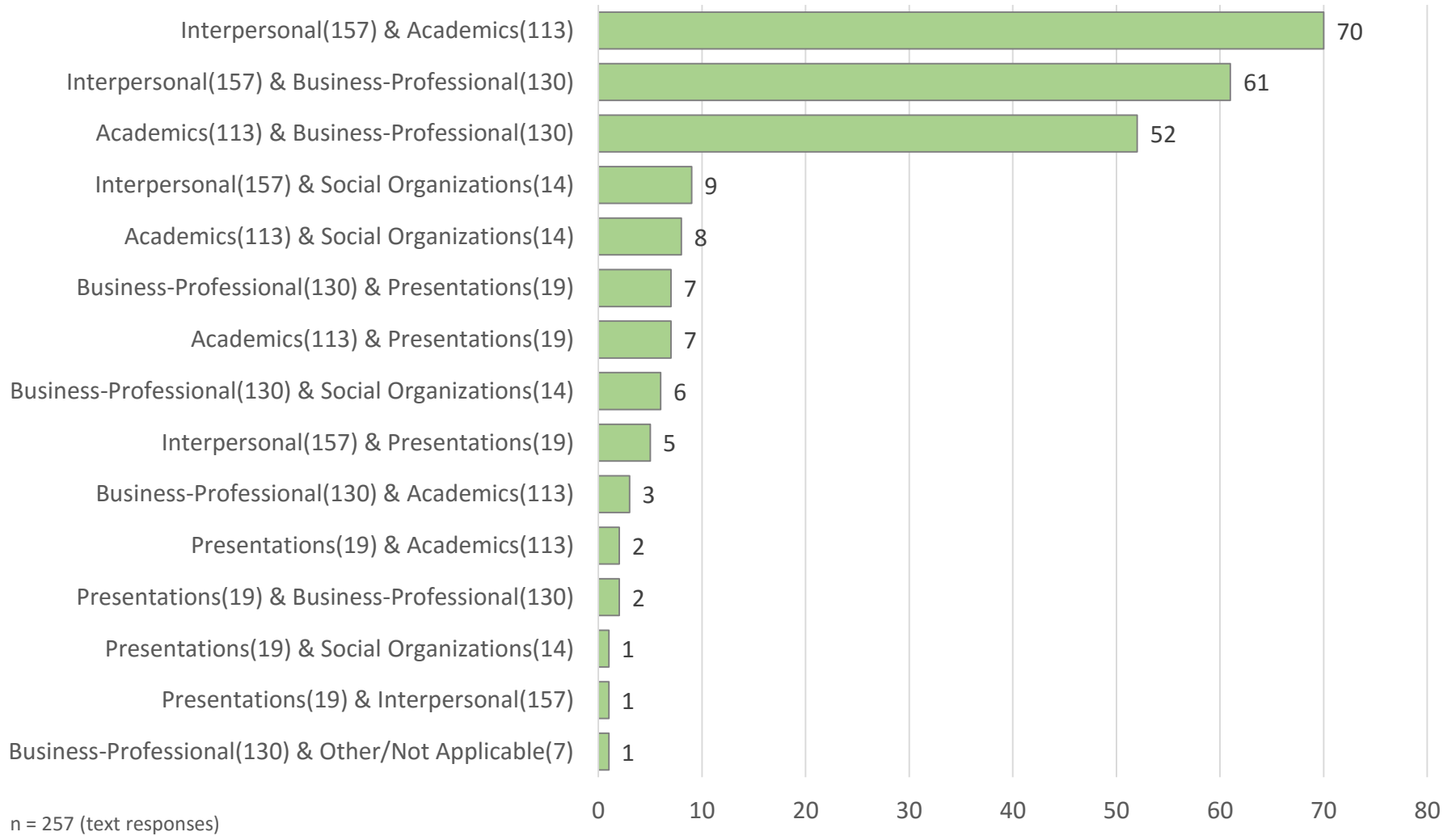
Briefly describe a specific situation where you have used the skills gained in this course.

Spring 2018, Courses include SPC 2608, SPC 2017, SPC 2065



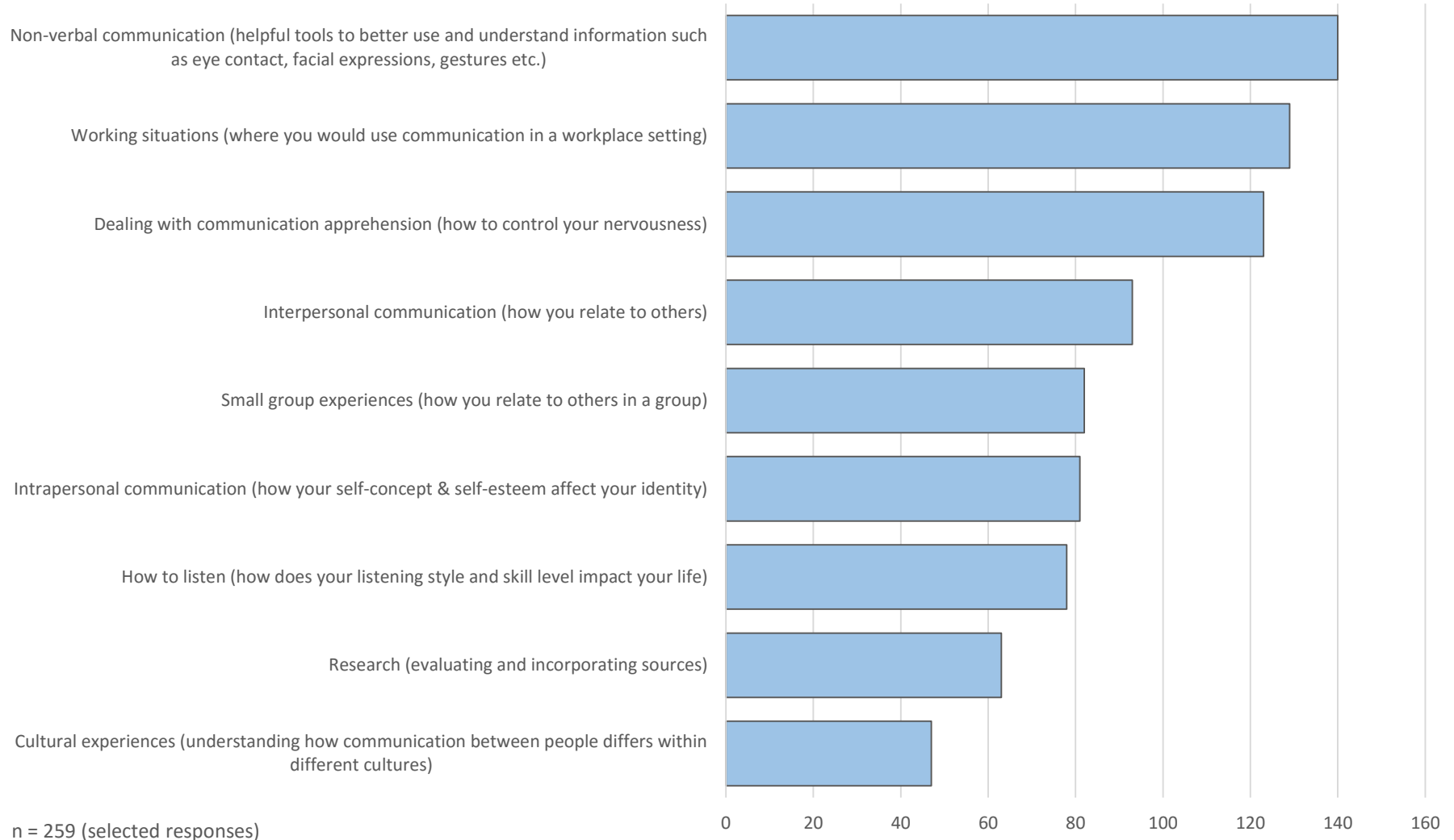
FSCJ Oral Communications Course Survey Q3 Shared Category Counts

Briefly describe a specific situation where you have used the skills gained in this course.
Spring 2018, Courses include SPC 2608, SPC 2017, SPC 2065



Q4 (Forced Rank): Select the TOP 3 topics you learned in this course that you think will help you most in your future communications.

Spring 2018, Courses include SPC 2608, SPC 2017, SPC 2065



Summary

- The results provide good support for tangible course benefits in terms of student application in professional/job-related, social, personal, and academic settings.
- Text Analytics results (Q1, Q2, Q3) agree well with forced rank (Q4) selection results.
- Future survey improvements include consideration to add
 - ✓ Specific course selection choices
 - ✓ Student demographic items
 - Age category, gender, race/ethnicity, employment status, etc.
- Contact Institutional Analytics and Research (IAR) with questions.*

*reference JIRA SR-1603

Dashboard access next slide

Online Dashboards

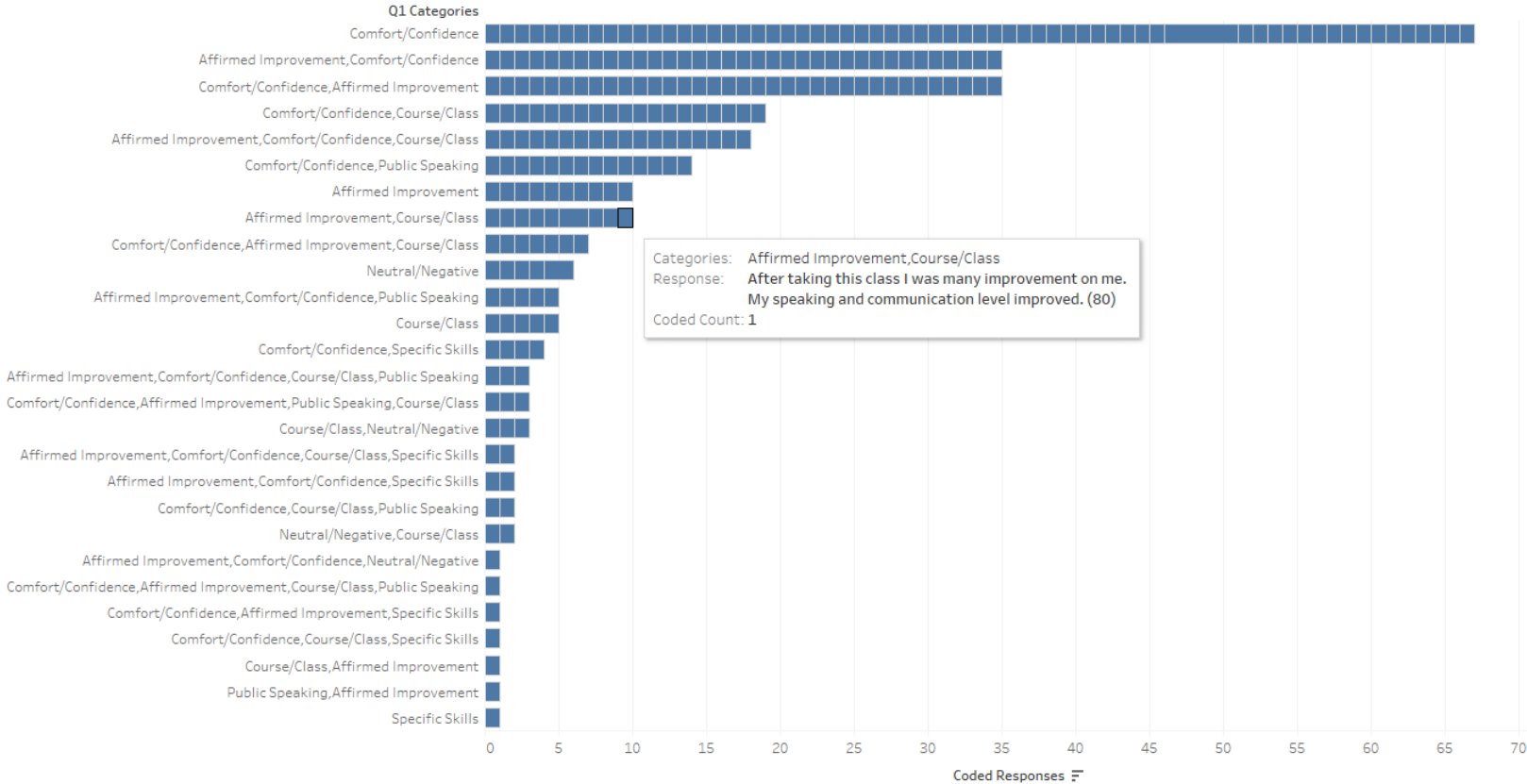
View additional detail, including verbatim response and more granular coding categories ([link](#))



Florida State College at Jacksonville

Introduction
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Q1: Do you feel you have improved as a speaker since taking this course?
 Categories: Comfort/Confidence, Affirmed Improvement, Comfort/Confidence, Comfort/Confidence, Affirmed Improvement and 24 more



Q1 Categories
 (Multiple values)