



# Oral Communication Rubric

Intended Learning Outcome:

Demonstrate effective verbal and nonverbal communication for an intended audience that is clear, organized, and delivered effectively following the standard conventions of that language.

Criteria	Inadequate	Developing	Competent	Proficient
Demonstrates awareness of intended audience and creates a clear central message based on context	Not aware of intended audience or context resulting in no central message	Inadequate understanding of audience or context and presents an underdeveloped central message	Understands intended audience, purpose, and context to create a central message	Understands audience, purpose, and context and conveys a clear, engaging central message
Uses appropriate language and supporting material to communicate content in an organized and meaningful way	Language and/or supporting material is not appropriate, engaging, or well-organized	Language and/or supporting material are intermittently appropriate/engaging, though presentation is disorganized	Language and/or supporting material are appropriate, engaging, and well-organized	Language and/or supporting material creates a memorable communication that is well-organized and meaningful
Applies effective delivery techniques, including appropriate formality and level of confidence	Delivery techniques for the intended audience are ineffective or inappropriate	Uses delivery techniques such as posture, hand gestures, eye contact, and vocal variety, but speaker lacks confidence or the appropriate formality	Uses delivery techniques such as posture, hand gestures, eye contact, and vocal variety with appropriate formality and confidence	Uses delivery techniques such as posture, hand gestures, eye contact, and vocal variety that enhance the oral delivery with excellent command of formality and confidence

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Revised 4/18/2017



# Guide to Communication

## Oral Communication

Intended Learning Outcome: Demonstrate effective verbal and nonverbal communication for an intended audience that is clear, organized, and delivered effectively following the standard conventions of that language.

## Written Communication:

Intended Learning Outcome: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Assessment may include but is not limited to the following criteria and intended outcomes:

### Audience and Context

- Demonstrates an understanding and awareness of the intended audience
- Demonstrates a purpose and central message
- Explains content clearly based on rhetorical context

### Content, Conventions, and Support

- Applies appropriate disciplinary or genre conventions
- Uses relevant content to persuade or communicate to his or her audience
- Uses discipline-specific terminology effectively along with appropriate supporting materials
- Organizes content in an effective and structured manner

### Mechanics and Delivery

- In written communication, applies appropriate proof reading techniques to eliminate mechanical errors, including those involving typos, grammar, format, spelling, and punctuation
- In oral communication, applies delivery techniques appropriate to the audience, purpose, and context
- Uses appropriate stylistic choices for the discipline, including delivery techniques such as posture, hand gestures, eye contact and vocal variety
- Demonstrates proficiency in syntax, including varying sentence structure

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