

ISLO 1 – Oral Communication Rubric

Students will demonstrate oral communication skills in a clear and organized manner using appropriate verbal and nonverbal communication techniques with regard to subject, purpose and audience. (Based on the Association of American Colleges and Universities “Oral Communications VALUE Rubric.”)

	Exceeds Standard - 4	Meets Standard - 3	Approaches Standard - 2	Does Not Meet Standard - 1
Organization Specific introduction and conclusion, sequenced material within the body, and transitions.	Organizational pattern is clearly and consistently observable and is skillful and makes the content of the presentation cohesive.	Organizational pattern is clearly and consistently observable within the presentation.	Organizational pattern is intermittently observable within the presentation.	Organizational pattern is not observable within the presentation.
Language	Language choices are imaginative ¹ , memorable, and compelling ² , and enhance the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are thoughtful and generally support the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are mundane and commonplace and partially support the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are unclear and minimally support the effectiveness of the presentation. Language in presentation is not appropriate to audience.
Delivery Posture, gesture, eye contact, and vocal expressiveness ³ .	Delivery techniques make the presentation compelling ² , and speaker appears polished ⁴ and confident.	Delivery techniques make the presentation interesting, and speaker appears comfortable.	Delivery techniques make the presentation understandable, and speaker appears tentative.	Delivery techniques detract from the understandability of the presentation, and speaker appears uncomfortable.
Supporting Material Explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities.	A variety of types of supporting materials make appropriate reference to information or analysis that significantly supports the presentation or establishes the presenter’s credibility/authority on the topic.	Supporting materials make appropriate reference to information or analysis that generally supports the presentation or establishes the presenter’s credibility/authority on the topic.	Supporting materials make appropriate reference to information or analysis that partially supports the presentation or establishes the presenter’s credibility/authority on the topic.	Insufficient supporting materials make reference to information or analysis that minimally supports the presentation or establishes the presenter’s credibility/authority on the topic.
Central Message	Central message is compelling ² (precisely stated, appropriately repeated, memorable, and strongly supported.)	Central message is clear and consistent with the supporting material.	Central message is basically understandable but is not often repeated and is not memorable.	Central message can be deduced, but is not explicitly stated in the presentation.

¹ **“Imaginative”** language means inspiring or creative language choices, particularly in regards to a speaker assessing and adapting their language usage to enhance audience understanding /connection in real time.

² **“Compelling”** means “evoking interest, attention, or admiration in a powerfully irresistible way.” It is a measure of the extent to which a speaker is aware of their particular audience, and if they are successfully adapting their communication style to connect with that audience in a meaningful way.

³ **“Vocal Expressiveness”** refers to appropriate usage and variation of vocal paralanguage: Volume, Rate, Pitch, and Quality.

⁴ **“Polished”** implies a high level of preparation, practice, and/or comfort with the material being presented. (e.g. not reading slides, notecards, etc.)