

CBA Oral Communication Rubric, spring 2019

Communication Goal: Our students will be able to convey information and ideas effectively.

Learning Objective: Students will convey information and ideas in oral presentations.

Evaluators are encouraged to assign a zero to any work that does not meet benchmark (cell one) level performance.

	Capstone 4	Milestones		Benchmark 1
		3	2	
Organization	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable and makes the content of the presentation cohesive.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable within the presentation.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is intermittently observable within the presentation.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is not observable within the presentation.
Verbal Delivery	Speaker's voice enhances the effectiveness of the presentation and pace of the presentation maintains the interest of the audience. Language in presentation is appropriate to audience. Delivery is natural, not scripted.	Speaker's voice is always audible and appropriately expressive and pace of the presentation maintains the interest of the audience. Language in presentation is appropriate to audience.	Speaker's voice is generally audible with some expression and pace of the presentation is natural. Language in presentation is appropriate to audience.	Speaker's voice is inaudible or lacks expression and pace of the presentation is halting or too fast to understand. Language in presentation is not appropriate to audience.
Physical Delivery	Delivery techniques (posture, gestures and eye contact) make the presentation compelling, and speaker appears polished and confident.	Delivery techniques (posture, gestures and eye contact) make the presentation interesting, and speaker appears comfortable.	Delivery techniques (posture, gestures and eye contact) make the presentation understandable, and speaker appears tentative.	Delivery techniques (posture, gestures and eye contact) detract from the understandability of the presentation, and speaker appears uncomfortable.
Content and Supporting Material	Supporting material (presentation content, slides, or handouts) is relevant, compelling and lends credibility to conclusions. Message is fully tailored to audience.	Supporting material (presentation content, slides, or handouts) is relevant and generally sufficient to support the ideas. Message is tailored to audience.	Supporting material (presentation content, slides, or handouts) partially supports the ideas and minimal irrelevant content is presented. Presentation reflects a recognition of the audience but message is not fully tailored to the audience.	Insufficient supporting material (presentation content, slides, or handouts) to convey ideas or irrelevant content is presented. Message is not tailored to audience.
Central Message	Central message is compelling (precisely stated, appropriately repeated, memorable, and strongly supported.)	Central message is clear and consistent with the supporting material.	Central message can be deduced, but is not explicitly stated in the presentation.	Central message cannot be deduced.