

Oral Communication Assessment Rubric

GE Student Learning Outcome: Students will express their ideas through acts of speech with an awareness of audience, purpose, and context.

Criteria	Advanced (4)	Proficient (3)	Developing (2)	Beginning (1)
Central Message	Central message is compelling, precisely-stated, strongly-supported, and well-developed.	Central message is clearly-stated, and developed with supporting material.	Central message is basically understandable but missing supporting material; message is unmemorable.	Central message is partially-stated, vague, and not explicit.
Organization	Presentation is logically-sequenced and purposeful (e.g., a central point/problem identified early, arguments well-selected, clear transitions, key points effectively repeated, focused). A listener can easily follow the line of reasoning.	Presentation may be coherent overall but presents some inconsistencies (e.g., presentation may stray from the central message, have awkward transitions, key points get buried).	Presentation has a basic structure. The lines of reasoning are intermittently-observable within the presentation.	Presentation lacks logical sequence or coherent structure (e.g., off topic, poor examples, little or no context, purpose/problem absent or buried). A listener would have difficulty following the line of reasoning.
Language	Language is appropriate to audience, situation, and purpose. Language choices precisely convey the presenter's intended meaning and enhance the effectiveness of the presentation (e.g. clear points, concise phrasings, fluid sentences, inclusive).	Language is mostly appropriate to audience, situation, or purpose, but does not always advance the intended meaning or the effectiveness of the presentation. Language may be at times simplistic, casual, imprecise, or oddly structured.	Language choices are mundane and commonplace and partially supports the effectiveness of the presentation.	Language is inappropriate to audience, situation, or purpose. Language choices undermine the effectiveness of the presentation or do not advance the intended meaning of the presentation. (e.g. overly casual, wordy, confusing, imprecise)
Delivery/ platform presence	Delivery techniques make the presentation compelling, and speaker appears polished and professional.	Delivery techniques makes the presentation interesting and speaker appears comfortable.	Delivery techniques make the presentation understandable, and/or speaker appears relatively prepared but tentative.	Delivery techniques detract from the understandability of the presentation, and/or the speaker appears unprepared.