

### Santa Fe College ORAL COMMUNICATION Rubric

“Oral communication is a prepared, purposeful presentation designed to increase knowledge, to foster understanding, or to promote change in the listeners’ attitudes, values, beliefs, or behaviors.” *(AACU Oral Communication VALUE Rubric)*

	<b>1. Needs Improvement</b>	<b>2. Meets Expectations</b>	<b>3. Exceeds Expectations</b>
<b>Organization</b>	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is not 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 clearly and consistently observable within the presentation
<b>Language</b>	Language choices are unclear and minimally support the effectiveness of the presentation. Language in presentation is not appropriate to audience.	Language choices are commonplace and partially support the effectiveness of the presentation. Language in presentation is generally appropriate to audience.	Language choices are thoughtful and support the effectiveness of the presentation. Language in presentation is appropriate and adapted to the specific audience and occasion.
<b>Delivery</b>	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) detract from the understandability of the presentation, and speaker appears uncomfortable.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation understandable, and speaker appears somewhat comfortable.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation interesting, and speaker appears composed.
<b>Support Materials</b>	Insufficient and uncited support materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) provide minimal support to the central message of the presentation.	Sufficient and cited support materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) provide adequate support to the central message of the presentation.	Ample variety of support materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities), which are clearly cited, provide significant support to the central message of the presentation.
<b>Central Message and Audience Adaptation</b>	Central message is not explicitly stated.	Central message is basically understandable but not specifically tailored to the intended audience.	Central message is clear and consistent with the supporting materials, and is tailored to the intended audience.

Revised November 2019 from AAC&U Oral Communication VALUE Rubric to three levels of competence.