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)

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

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