

Oral Communication (CORL) Rubric

	Accomplished	Developing	Emerging	Initial
	4	3	2	1
A. Central Message (LO1)	Central message is compelling (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.
B. Language* (LO1)	<ul style="list-style-type: none"> Language choices are imaginative, memorable, and compelling. Language is significantly appropriate to audience. 	<ul style="list-style-type: none"> Language choices intentional. Language is generally appropriate to audience. 	<ul style="list-style-type: none"> Language choices are mundane/commonplace. Language is partially appropriate to audience. 	<ul style="list-style-type: none"> Language choices are unclear. Language is not appropriate to audience.
C. Organization (LO2) (Specific introduction and conclusion, sequenced material within the body, and transitions)	Organizational pattern is: <ul style="list-style-type: none"> clearly and consistently observable AND: <ul style="list-style-type: none"> skillful 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 minimally observable within the presentation.
D. Supporting Materials** (LO2) (Selection and utility of explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities)	A rich variety of supporting materials make appropriate reference to information or analysis that significantly: <ul style="list-style-type: none"> supports the presentation establishes the presenter's credibility/authority on the topic. 	A reasonable variety of supporting materials make appropriate reference to information or analysis that generally: <ul style="list-style-type: none"> supports the presentation establishes the presenter's credibility/authority on the topic. 	Minimally adequate supporting materials make appropriate reference to information or analysis that partially: <ul style="list-style-type: none"> supports the presentation establishes the presenter's credibility/authority on the topic. 	Insufficient supporting materials make reference to information or analysis that minimally: <ul style="list-style-type: none"> supports the presentation establishes the presenter's credibility/authority on the topic.
E. Delivery (LO3) (Techniques include posture, gesture, eye contact, volume, pauses, and vocal expressiveness)	<ul style="list-style-type: none"> Delivery techniques make the presentation compelling Speaker appears polished and confident. 	<ul style="list-style-type: none"> Delivery techniques make the presentation interesting. Speaker appears comfortable. 	<ul style="list-style-type: none"> Delivery techniques make the presentation understandable. Speaker appears tentative. 	<ul style="list-style-type: none"> Delivery techniques detract from the understandability of the presentation. Speaker appears uncomfortable.

*If audience is specified in the assignment prompt, consider that audience when scoring.

**For the bullet points shown in this particular criterion, we believe that one cannot occur without the other, but included both because: a) it may be easier to observe one than the other, and b) it is important to us that the “presenter’s credibility” portion is explicitly stated.

Developed from the CORL ATF Report and the AAC&U VALUE Rubric for Oral Communication; reviewed by Core Area Representative 8/22/18; refined by CORL Norming & Scoring Team on 8/29/18

List of Student Learning Outcomes (LO s)

Students will be able to:

- 1) deliver a central message that is compelling and appropriate to the audience (Central Message)
 - a. precisely stated
 - b. imaginative language
 - c. appropriately repeated
 - d. memorable
 - e. strongly supported

- 2) construct presentations with clear and consistent organizational patterns (Organization)
 - a. specific introduction and conclusion
 - b. sequenced material within the body of the speech
 - c. transitions
 - d. application of a variety of supporting materials: explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities
 - e. established credibility and authority on the topic through appropriate reference to information or analysis that significantly supports the presentation

- 3) demonstrate techniques of verbal and nonverbal delivery that evoke confidence from the speaker, make the presentation compelling, and fully engage the audience (Delivery)
 - a. volume
 - b. expressiveness
 - c. pauses
 - d. posture
 - e. gestures
 - f. sustained eye contact