

Effective Communication: Verbal

College of the Canyons (Derived from the AAC&U VALUE 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.

Evaluators are encouraged to assign a zero to any work sample or collection of 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 is skillful. The content of the presentation is 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 observable within the presentation at a basic level.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is intermittently observable within the presentation.
Language	Language choices are imaginative, vivid, memorable, compelling, and enhance the effectiveness of the presentation. Language in presentation is appropriate for audience.	Language choices are thoughtful and generally support the effectiveness of the presentation. Language in presentation is appropriate for audience.	Language choices are mundane and commonplace and partially support the effectiveness of the presentation. Language in presentation is appropriate for audience.	Language choices are sometimes unclear and support the effectiveness of the presentation at a basic level. Language in presentation is occasionally inappropriate for audience.
Delivery	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation dynamic, interesting, and understandable. Speaker appears polished and confident.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation interesting and understandable. Speaker appears comfortable.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation understandable. Speaker appears tentative.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) occasionally detract from the understandability of the presentation. Speaker appears uncomfortable.
Supporting Material	A variety of types of supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that significantly supports the presentation or establishes the presenter's credibility/authority on the topic.	Supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that generally supports the presentation or establishes the presenter's credibility/authority on the topic.	Supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make appropriate reference to information or analysis that partially supports the presentation or establishes the presenter's credibility/authority on the topic.	Insufficient supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make reference to information or analysis that does not support the presentation or establishes the presenter's credibility/authority on the topic.
Central Message	Central message is compelling (precisely stated, appropriately emphasized and strongly supported.)	Central message is clear and consistent with the supporting material.	Central message is basically understandable but is not emphasized.	Central message can be deduced, but is not explicitly stated in the presentation.