

SLO 1 - Students will demonstrate their ability to communicate in a manner appropriate for the audience and occasion.

	Absent	Novice	Developing	Competent	Advanced	N/A
	0	1	2	3	4	n/a
Organization	Criterion absent	Ideas have little connection to each other. Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is not observable within the presentation.	Some ideas connected to each other; Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is intermittently observable within the presentation.	Information is presented in a logical order and maintains the interest of the audience. 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 clearly and consistently observable and is skillful and makes the content of the presentation cohesive.	Criterion not assessed
Language	Criterion absent	Language choices are unclear and minimally support the effectiveness of the presentation. Language in presentation is not appropriate to audience.	Language choices are mundane and commonplace and partially support the effectiveness of the presentation. Language in presentation is appropriate to audience.	Consistently uses precise, effective vocabulary that completely expresses meaning. Demonstrates ability to employ correct diction, syntax, usage, grammar, and mechanics. Language choices are thoughtful and generally support the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are imaginative, memorable, and compelling, and enhance the effectiveness of the presentation. Language in presentation is appropriate to audience.	Criterion not assessed
Delivery	Criterion absent	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) detract from the understandability of the presentation, and speaker appears uncomfortable and lacks confident.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation understandable, and speaker appears tentative.	Delivery is fluent, with an engaging flow of speech. Uses language appropriately. Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation interesting, and speaker appears comfortable.	Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation compelling, and speaker appears polished and confident.	Criterion not assessed
Preparation	Criterion absent	There is a lack of preparation evidenced by a lack of content or content not related to the topic.	The content is ordinary and somewhat related to the topic.	Student is clearly prepared and content is thorough.	Preparation was evident. Questions or comments were handled well.	Criterion not assessed
Central Message	Criterion absent	Central message can be deduced, but is not explicitly stated in the presentation.	Central message is basically understandable but is not often repeated and is not memorable. Many parts don't contribute to the central idea.	Central message is clear and consistent with the supporting material.	Central message is compelling (precisely stated, appropriately repeated, memorable, and strongly supported.)	Criterion not assessed

Supporting Material	Criterion absent	Insufficient supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) make reference to information or analysis that minimally 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.	Supporting material/visuals are appealing, highly relevant, and add support to the argument. Provides supporting material (including electronic and non-electronic aids) appropriate for the audience & occasion. 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.	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.	Criterion not assessed
Attention to Audience	Criterion absent	Does not seem to target any particular audience.	Demonstrates some understanding of the audience.	Demonstrates a clear understanding of the audience and anticipates counterarguments.	Demonstrates knowledge of various audiences. Analyzes audience to discover information to use to build common ground between speaker and the members of the audience.	Criterion not assessed