**Starting Point Rubric for Oral Communication[[1]](#footnote-1)**

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| --- | --- | --- | --- | --- |
|  | **Exceeds Expectations****4** | **Meets Expectations****3** | **Below Expectations****2** | **Well Below Expectations****1** |
| ***Organization****Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable.* |  |  |  |  |
| ***Language****Language choices enhance the effectiveness of the presentation.* |  |  |  |  |
| ***Delivery****Delivery techniques (posture, gesture, eye contact, and vocal expressiveness) make the presentation compelling.* |  |  |  |  |
| ***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.* |  |  |  |  |
| ***Central Message****Central message is compelling (precisely stated, appropriately repeated, memorable, and strongly supported.)* |  |  |  |  |
| ***Analysis****Organizes and synthesizes evidence to reveal insightful patterns, differences, or similarities related to focus.* |  |  |  |  |
| ***Overall Impact****A holistic judgment of the presentation’s impact or quality.* |  |  |  |  |
| ***Other Criterion added by Department*** |  |  |  |  |

**Instructions**—(1)Departments try to use as many of the established criteria as are relevant to the student artifact they are assessing, subtract the rest, and add criteria as needed. (2) Departments work with Tom Zane to write levels-of-performance descriptors for each row of the rubric. (3) All departments agree that “expectations” refers to faculty expectations pertaining to the assignment to which students are responding, regardless of each student’s credit standing, and not expectations of a hypothetical graduating student on that assignment.

1. This is a modified outline of the VALUE Rubric for Oral Communication, published by the Association of American Colleges and Universities. [↑](#footnote-ref-1)