

Undergraduate Student Learning Goal 5b: Oral Communication Rubric

(for use 2022-23)

Students are able to communicate effectively orally and in new media to a wide variety of audiences. 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. Oral communication abilities develop through iterative experiences across the curriculum.

Oral Communication	What is being assessed	Beginning 1	Developing 2	Proficient 3	Exemplary 4
5B.1 Organizational Pattern	Clear, consistent and recognizable structure (specific introduction and conclusion, sequenced material within the body, use of transitions)	Is not recognizable	Is intermittently recognizable	Is clear and consistent	Enhances the content
5B.2 Language Choices	Effectiveness and appropriateness to audience; choices support the effectiveness of the presentation	Are unclear and not appropriate to audience	Are mundane, commonplace, and partially supportive	Are thoughtful and generally supportive	Are imaginative, memorable, and compelling
5B.3 Delivery and Composure	Posture, gestures, eye contact, and vocal expressiveness; impression of composure and confidence	Detract from the understandability of the presentation or speaker appears uncomfortable	Makes the presentation understandable or speaker appears tentative	Makes the presentation interesting and speaker appears composed	Makes the presentation compelling and speaker appears polished and confident
5B.4 Supporting Materials	Information in the form of explanations examples, illustrations, statistics, analogies, quotations from relevant authorities; used to support speaker's claims and analysis; establishes speaker's credibility or authority on the presentation topic	Are insufficient and minimally supports speaker's arguments and credibility	Has little variety and partially supports speaker's arguments and credibility	Has sufficient variety and generally supports the speaker's arguments and credibility	Has interesting variety and enhances the speaker's arguments and credibility
5B.5 Visual Aids	Visible, attractive, and comprehensible visual display materials (PowerPoint and Prezi, overheads, handouts, use of blackboard or whiteboard, etc.); support major points or themes; appropriate to situation; design and handling add to effectiveness of presentation and speaker's credibility	Do not support main points and/or detract from or overwhelm the presentation	Provide basic support for main points with minimal contribution to effectiveness of presentation	Enhance the effectiveness of the presentation	Increase the effectiveness of the presentation, add insight to main points, and augment speaker's credibility
5B.6 Central Message and Content Development	Primary message is memorable, explicit, and supported throughout the presentation; content is appropriate, relevant, and shows knowledge of subject; conclusions are well-supported, credible, and reasonable	Are simplistic or not explicit with little content development	Is recognizable but underdeveloped	Is clear and demonstrates understanding of subject	Is compelling and development shows subject mastery

Adapted from [Association of American Colleges & Universities \(AAC&U\) VALUE rubric](http://www.aacu.org/value-rubrics) [http://www.aacu.org/value-rubrics] on oral communication.