



College Graduate Competency – GRAD-COMM-2 ORAL COMMUNICATIONS RUBRIC

Used in assessment courses with formal oral presentation (A.5, A.7) followed by a question/answer period (A.6).

Student Name _____ Course/Section _____ Date/Qtr _____ Overall Score _____

Component	1	2	3	4	
A.5 Organize and present formal oral communication logically.					
a. Introduction <ul style="list-style-type: none"> ▪ Gains attention ▪ Reveals topic ▪ Establishes credibility ▪ Relates subject to audience ▪ States central idea (previews speech) 	Introduction is difficult to understand.	Speaker did not fulfill all functions of the introduction, but made an effort to communicate the basic topic idea.	Speaker performs the necessary steps of the introduction without creating a sense of anticipation and drama.	Speaker successfully captures the audience's attention, clearly reveals the topic, establishes speaker credibility, stresses the importance of the topic to the audience, and states the central idea in an interesting and informative way.	Pts. _____
b. Body <ul style="list-style-type: none"> ▪ Main points clear ▪ Well developed ▪ Clear explanations 	Organization is not well structured; the main points are difficult to identify.	Organization has been attempted, but the main points are not well developed.	Organization is easy to follow, but the main points need some further development.	The organization enhances the main points and the development of the speech. The ideas are communicated clearly and concisely.	Pts. _____
c. Conclusion <ul style="list-style-type: none"> ▪ Signals end of speech ▪ Restates central idea ▪ Leaves a lasting impression 	The speaker simply stopped speaking with no attempt at a conclusion.	The speaker did not clearly conclude the speech.	The conclusion is present, but the speaker needs to better summarize.	The speaker signals the end of the speech, reinforces the central idea, and leaves a memorable lasting impression.	Pts. _____
d. Delivery <ul style="list-style-type: none"> ▪ Good eye contact ▪ Clear speaking voice ▪ Limited use of "uh" (vocalized pauses) ▪ Good posture 	The speaker is difficult to understand due to mumbling, overuse of vocalized pauses, or unintelligible speech patterns.	The speaker has difficulty communicating due to distracting mannerisms.	The speaker communicates clearly, but has moments of weakness such as poor enunciation or reading.	The speaker has a clear voice with precise pronunciation and enunciation, good eye contact, professional posture, and very limited use of vocalized pauses.	Pts. _____

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Component	1	2	3	4	
A.6 Demonstrate active listening techniques.					
The speaker demonstrates active listening.	The speaker does not respond appropriately to questions from the audience.	The speaker gives answers, but the answers are not presented in a precise, educated way.	The speaker attempts to answer questions, but has difficulty using questioning techniques to understand the questioner's message.	The speaker shows attentiveness to the questioner, confirms an understanding of the message, and responds appropriately.	Pts. _____

Component	1	2	3	4	
A.7 Adapt oral communication appropriate to the diversity of the audience.					
The speaker is sensitive to audience diversity.	The speaker communicates inappropriately and is not sensitive to the diversity of the audience.	The speaker uses appropriate words, but is not sensitive to the non verbal aspect of the communication.	The speaker uses appropriate words and examples, demonstrates sensitivity to the audience, and shows appropriate demeanor.	The speaker ensures sensitivity through examples and explanations appropriate to the audience and makes efforts to involve all audience members in the presentation.	Pts. _____

Evaluator Notes/Comments:	Total Score:

11-17-04/