



College Graduate Competency – GRAD-COMM-3 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/Term _____ Overall Score _____

A.5 Organize and present formal oral communication logically.					
Component	4	3	2	1	
a. Introduction <ul style="list-style-type: none"> ▪ Gains attention ▪ Reveals topic ▪ Establishes credibility ▪ Relates subject to audience ▪ States central idea (previews speech) 	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.	Speaker performs the necessary steps of the introduction without creating a sense of anticipation and drama.	Speaker did not fulfill all functions of the introduction, but made an effort to communicate the basic topic idea.	Introduction is difficult to understand.	Pts. _____
Component	4	3	2	1	
b. Body <ul style="list-style-type: none"> ▪ Main points clear ▪ Uses a clear organizational plan of development ▪ Clear explanations ▪ Uses appropriate and professional terminology 	The organization enhances the main points and the development of the speech. The ideas are communicated clearly and concisely.	Organization is easy to follow, but the main points need some further development.	Organization has been attempted, but the main points are not well developed.	Organization is not well structured; the main points are difficult to identify.	Pts. _____
Component	4	3	2	1	
c. Conclusion <ul style="list-style-type: none"> ▪ Signals end of speech ▪ Restates central idea ▪ Leaves a lasting impression 	The speaker signals the end of the speech, reinforces the central idea, and leaves a memorable lasting impression.	The conclusion is present, but the speaker needs to better summarize.	The speaker did not clearly conclude the speech.	The speaker simply stopped speaking with no attempt at a conclusion.	Pts. _____

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Component	4	3	2	1	
d. Delivery <ul style="list-style-type: none"> ▪ Good eye contact ▪ Clear speaking voice ▪ Limited use of “uh” (vocalized pauses) ▪ Good posture ▪ Professional appearance 	The speaker has a professional delivery style and meets 4 or more components of effective delivery.	The speaker is able to meet 3 or 4 components of effective delivery.	The speaker is able to meet 1 or 2 components of effective delivery.	The speaker is unable to meet the components of effective delivery.	Pts. _____

A.6 Demonstrate active listening techniques.

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

A.7 Adapt oral communication appropriate to the audience.

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

Evaluator Notes/Comments:	Total Score: