

## 1A Analytical Rubric

SLO 1: Communicate clearly and effectively orally and in writing.

Skills	Performance Levels			
	4 Excellent	3 Good	2 Fair	1 Poor
An organizational pattern is used to structure the communication.	Organizational pattern is clearly and consistently observable, skillful, and it contributes cohesiveness and clarity to the communication	Organizational pattern is reasonably observable within the communication, and it adds some clarity to the communication	Organizational pattern is intermittently observable within the speaking, and it adds minimal clarity to the communication	Organizational pattern is not observable within the communication
Language choices are used effectively for the speaking situation and the audience.	Language choices are consistently thoughtful, memorable, compelling, and enhance the speaking; language is appropriate to the audience	Language choices are mostly thoughtful, generally support the effectiveness of the speaking; language is appropriate to the audience	Language choices are mundane and commonplace and partially appear to support the effectiveness of the speaking; language is appropriate to the audience	Language choices are unclear and minimally support the effectiveness of the speaking; Language is not appropriate to the audience
Vocal expression techniques are effective in communicating message.	Vocal variety, clarity, and fluidity help make the speaking compelling.	Some vocal variety, clarity, and fluidity make the speaking interesting.	Intermittent vocal variety, clarity, and fluidity make the speaking understandable.	The lack of vocal variety, clarity, and fluidity make the speaking difficult to understand.
Physical expression techniques are effective in communicating the message.	Consistently effective physical expression such as eye contact with the audience, facial expressions, gestures, and	Some effective physical expression such as eye contact with the audience, facial expressions, gestures, and movement	Intermittently appropriate physical expression such as eye contact with the audience, facial expressions, gestures, and	The lack of appropriate physical expression such as eye contact with the audience, facial expressions, gestures, and

	movement make the communication compelling, and the speaker appears professional and confident	make the communication interesting, and speaker appears comfortable	movement make the communication understandable, and speaker appears tentative	movement make the communication difficult to understand, and speaker appears uncomfortable
Supporting materials are used to develop the ideas in appropriate ways that establish the speaker's credibility.	Supporting materials make appropriate reference to information or analysis that significantly supports the speaking and establishes the speaker's credibility on the topic	Supporting materials make reasonable reference to information or analysis that generally supports the speaking and/or establishes the speaker's credibility on the topic	Supporting materials make some reference to information or analysis that partially supports the speaking or establishes the speaker's credibility on the topic	Insufficient supporting materials does not provide necessary support and does not establish the speaker's credibility on the topic
Central message is conveyed in ways that increase the effectiveness of the communication.	Central message is clear and compelling; it is precisely stated, appropriately repeated, memorable, and strongly supported	Central message is somewhat clear and interesting; it is stated in general terms, repeated somewhat, and mostly consistent with supporting material	Central message is basically understandable; it is very general, is not often repeated, is not memorable, and is minimally connected to supporting material	Central message is not understandable; it is not explicitly stated or connected to supporting material