Foundational Competencies: Oral Expression
Informative Rubric
For each of the criteria, determine whether the performance was *excellent*, *satisfactory*, or *unsatisfactory*.

Topic & Thesis

Salience & Sincerity	Clearly reveals topic's importance and best interest of audience
Limited Effectively	Arguments limited in meaningful way
Clarity of Purpose	Speech's purpose is clear to audience at appropriate time
Demonstrates Knowledge	Shows detailed knowledge of topic

Support

Appropriate Quantity	Uses required number of sources in the speech
Appropriate Quality	Sources are qualified, recent, unbiased and relevant; used appropriately
Appropriate Documentation	Cited correctly within speech and/or VA; boosts speaker's credibility

Organization

Effective Introduction	Captures attention, previews points, focuses speech
Effective Conclusion	Summarizes points, signals end, leaves strong impression
Effective Focus of Ideas	Focuses on a few "best reasons", not tangential ideas
Effective Development of Ideas	Provides clear claims, quality support, with reasons appropriate to audience

Delivery

Vocal Variety	Changes in pitch, volume and rate keep speech interesting
Conversational Style	Speaker talks with audience, not at them
Facial Expressions & Eye Contact	Consistent with content; adds to speech; maintains eye contact; scans
Physical Delivery	Movement/gestures are meaningful; add interest to speech; don't distract

Language

Accurate	Uses terms which clearly and accurately explains concepts
Effective	Uses terms which foster understanding of concepts
Appropriate	Uses audience appropriate language; not offensive or awkward

Visual Aids

Effective Visuals	Conveys relevant information or illustrates concepts

Aesthetic Visuals	Well designed, easy to follow, aesthetically pleasing
Effective Use of Visuals	Highlights key elements, achieves desired response
Enhances Credibility	VA demonstrates speaker's knowledge, appropriateness and/or sincerity

Q & A	
Accurate	Demonstrates content knowledge
Confident	Articulate & responsive answers
Appropriate	Tone is consistent with s of audience/occasion
Professionalism	Speaker maintains poise, control, eye contact

Argumentative Rubric

For each of the criteria, determine whether the performance was *excellent*, *satisfactory*, or *unsatisfactory*.

Topic & Thesis	
Salience & Sincerity	Clearly reveals topic's importance and best interest of audience
Limited Effectively	Arguments limited in meaningful way
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Demonstrates Knowledge	Shows detailed knowledge of topic

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Delivery	
Vocal Variety	Changes in pitch, volume and rate keep speech interesting
Conversational Style	Speaker talks with audience, not at them

Facial Expressions & Eye Contact	Consistent with content; adds to speech; maintains eye contact; scans
Physical Delivery	Movement/gestures are meaningful; add interest to speech; don't distract

Language

Accurate	Uses terms which clearly and accurately explains concepts
Effective	Uses terms which foster understanding of concepts
Appropriate	Uses audience appropriate language; not offensive or awkward

Technology

Connects Efficiently	Connects quickly and without problems
Uses Effectively	Stays on camera, uses "space" well
Records Accurately	Speech is recorded to correct file with appropriate label

Persuasive Rubric

For each of the criteria, determine whether the performance was *excellent*, *satisfactory*, or *unsatisfactory*.

Topic & Thesis

Salience & Sincerity	Clearly reveals topic's importance and best interest of audience
Limited Effectively	Arguments limited in meaningful way
Clarity of Purpose	Speech's purpose is clear to audience at appropriate time
Demonstrates Knowledge	Shows detailed knowledge of topic

Support

Appropriate Quantity	Uses required number of sources in the speech
Appropriate Quality	Sources are qualified, recent, unbiased and relevant; used appropriately
Appropriate Documentation	Cited correctly within speech and/or VA; boosts speaker's credibility

Organization

Effective Introduction	Captures attention, previews points, focuses speech
Effective Conclusion	Summarizes points, signals end, leaves strong impression
Effective Focus of Ideas	Focuses on a few "best reasons", not tangential ideas
Effective Development of Ideas	Provides clear claims, quality support, with reasons appropriate to audience

Technology

Connects Efficiently	Connects quickly and without problems
Uses Effectively	Navigates own device fluidly for VAs
Records Accurately	Speech is recorded to correct file with appropriate label

Delivery

Vocal Variety	Changes in pitch, volume and rate keep speech interesting
Conversational Style	Speaker talks with audience, not at them
Facial Expressions & Eye Contact	Consistent with content; adds to speech; maintains eye contact; scans
Physical Delivery	Movement/gestures are meaningful; add interest to speech; don't distract

Language

Accurate	Uses terms which clearly and accurately explains concepts
Effective	Uses terms which foster understanding of concepts
Appropriate	Uses audience appropriate language; not offensive or awkward

Visual Aids

Effective Visuals	Conveys relevant information or illustrates concepts
Aesthetic Visuals	Well designed, easy to follow, aesthetically pleasing
Effective Use of Visuals	Highlights key elements, achieves desired response
Enhances Credibility	VA demonstrates speaker's knowledge, appropriateness and/or sincerity

Q & A

Accurate	Demonstrates content knowledge
Confident	Articulate & responsive answers
Appropriate	Tone is consistent with s of audience/occasion
Professionalism	Speaker maintains poise, control, eye contact

Sub-Committee Rubric

For each of the competencies, determine whether the performance was *excellent*, *satisfactory*, or *unsatisfactory*.

Competency One: Chooses and narrows a topic appropriately for the audience & occasion

Competency Two: Communicates the thesis/specific purpose In a manner appropriate for the audience & occasion

Competency Three: Provides supporting material appropriate for the audience & occasion

Competency Four: Uses an organizational pattern appropriate to the topic, audience, occasion, & purpose

Competency Five: Uses language appropriate to the audience & occasion

Competency Six: Uses vocal variety in rate, pitch, & intensity (volume) to heighten & maintain interest appropriate to the audience & occasion

Competency Seven: Uses pronunciation, grammar, & articulation appropriate to the audience & occasion

Competency Eight: Uses physical behaviors that support the verbal message

Competency Nine: Provides electronic and/or non-electronic presentational aids appropriate for the audience & occasion

Competency Ten: Demonstrates "a good person speaking well" through ethical goals, idea development, language choice and presentation