



Association
of American
Colleges and
Universities

FALL 2008 VALUE ORAL COMMUNICATION METARUBRIC DRAFT FOR PUBLIC RELEASE

This rubric is the first step in a rubric development process that will produce additional drafts, each responsive to the feedback received. Feedback deadline is February 15, 2009. The next draft of this rubric will be available in May 2009. For more information or to give feedback, please email Wende Morgaine at wendemm@gmail.com. Thank you!

Evaluators are encouraged to assign a **zero** to any performance that doesn't meet level one performance.

| | 4 | 3 | 2 | 1 |
|---------------------------------|---|--|---|--|
| Organization | Presentations always contain a clear central message, a meaningful introduction and conclusion, and clearly-identifiable sections featuring a purposeful organizational pattern (e.g., chronological, problem-solution, analysis of parts, etc.). | Presentations often contain a recognizable central message, an introduction and conclusion, and identifiable sections that feature an explicit organizational pattern. | Presentations sometimes contain a recognizable central message, introduction and conclusion, and/or identifiable sections. | Presentations rarely contain a recognizable central message, an introduction and conclusion, or identifiable sections. |
| Argument | Presentations always convey a significant and compelling central message, fully supported by credible and well-chosen evidence, and consistently expressed in vivid, effective language. | Presentations often convey a significant and compelling central message, adequately supported by credible evidence, and expressed in effective language. | Presentations sometimes convey a significant central message, partially supported by credible evidence, expressed in language that is intermittently effective. | Presentations rarely convey a significant central message, rely on credible evidence, or use effective language |
| Connection with Audience | Topic and language choices in each presentation are purposefully tailored to the audience's needs and expectations for the message and the occasion. | Topic and language choices in each presentation are fully appropriate to the audience's needs and expectations for the message and the occasion. | Topic and language choices in each presentation are somewhat appropriate to the audience's needs and expectations for the message and the occasion. | Topic and language choices in each presentation are rarely appropriate to the audience's need and expectations for the message and the occasion. |
| Speaker Credibility | Speaker displays outstanding confidence, careful preparation, and seriousness of purpose. | Speaker displays adequate confidence, preparation, and seriousness of purpose. | Speaker displays some confidence, preparation, and seriousness of purpose. | Speaker displays marginal confidence, preparation, and seriousness of purpose. |
| Delivery | Speaker always enunciates clearly and maintains eye contact; uses gestures and vocal variety consistently and artfully to enhance the message; and uses few vocal fillers (e.g. um, uh, like, you know). | Speaker usually enunciates clearly and maintains eye contact; uses gestures and vocal variety frequently to enhance the message; and uses some vocal fillers. | Speaker is inconsistent in enunciation or eye contact; uses gestures and vocal variety occasionally to enhance the message; and uses many vocal fillers. | Speaker rarely enunciates clearly or makes eye contact with audience; seldom uses gestures and vocal variety to enhance the message; and uses extensive vocal fillers. |