

University Assessment Pilot Program
 Public Speaking Rubric
 Adapted from “Criteria for effective speaking,” Alverno College

In a given speech, the student should show the following abilities to the level indicated:

1. Connects with audience through SPEAKING ON ONE’S FEET

This category recognizes the importance of extemporaneous speaking.

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| L1 Speaks to an audience for a least a minute with little reliance on scripted or memorized input [“to” an audience is more of a report] | 0 | 1 | 2 | 3 |
| L2 Communicates to an audience, long enough to suggest the speaker has internalized her message, with little reliance on scripted or memorized input [“to” an audience is more of a report] | 0 | 1 | 2 | 3 |
| L3 Communicates with the audience, giving the impression of both thinking and speaking spontaneously without reliance on scripted or memorized input [“with” an audience is recognizing the speaker and audience as more of a community When speaking with an audience, the people in front of the speaker is seen less as targets/objects The speaker is joining with the audience.] | 0 | 1 | 2 | 3 |
| L4 Gives a consistent impression of communicating with the audience without reliance on scripted or memorized input [“with” an audience is recognizing the speaker and audience as more of a community When speaking with an audience, the people in front of the speaker is seen less as targets/objects. The speaker is joining with the audience.] | 0 | 1 | 2 | 3 |

2. Connects with audience through ESTABLISHING AND MAINTAINING CONTEXT (clarifying, in a manner appropriate to a specified audience, limits of the situation and sources of thinking)

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| L1 Gives audience some sense of focus and purpose (<i>What am I telling whom and why?</i>) [topic, purpose, audience analysis] | 0 | 1 | 2 | 3 |
| L2 Throughout the presentation, provides and maintains a sense of focus and purpose [does not digress] | 0 | 1 | 2 | 3 |
| L3 Takes responsibility for own ideas and distinguishes them from those of others [using ideas correctly/no plagiarism] | 0 | 1 | 2 | 3 |
| L4 Clearly articulates relationships between ideas/concepts out of an academic framework/theory [using ideas correctly/no plagiarism/incorporating other’s | 0 | 1 | 2 | 3 |

thoughts in one's worldview]

3. Connects with audience through VERBAL EXPRESSION
(word choice/style/tone-reflecting awareness of the audience's degree of knowledge, values, need for clarity, right to an opinion, and expectation of interest)
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|---|---|---|---|---|
| L1 Uses language that shows some awareness of appropriate style/tone and varied word choice. | 0 | 1 | 2 | 3 |
| L2 Uses language that shows general awareness of appropriate style/tone and varied word choice-avoiding vague, empty and condescending expression | 0 | 1 | 2 | 3 |
| L3 Uses language that shows consistent awareness of appropriate style/tone and varied word choice | 0 | 1 | 2 | 3 |
| L4 Uses language that reflects a <i>refined</i> awareness of the audience [refined: precise, exact; polished; free from slang; using the correct language for the discipline] | 0 | 1 | 2 | 3 |
4. Connects with audience through EFFECTIVE DELIVERY
(speaking with credibility demonstrated through adequate volume and voice projection, clear articulation, vocal variety, use of gestures/body language, eye contact, and projection of interest in topic and audience)
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|--|---|---|---|---|
| L1 Speaks with some elements of effective delivery (1 or 2) | 0 | 1 | 2 | 3 |
| L2 Speaks with most elements of effective delivery (4+) | 0 | 1 | 2 | 3 |
| L3 Speaks consistently with elements of effective delivery [all those listed] | 0 | 1 | 2 | 3 |
| L4 Speaks with a <i>refined</i> repertory of effective delivery techniques [gestures that convey meaning; vocal variety for emphasis; eye contact; energy (projection of interest); articulation clearly understood] | 0 | 1 | 2 | 3 |
5. Connects with audience through use of APPROPRIATE CONVENTIONS (word usage, pronunciation, sentence structure, citing and documenting sources)
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|--|---|---|---|---|
| L1 Shows ability to follow appropriate conventions | 0 | 1 | 2 | 3 |
| L2 Generally follows appropriate conventions | 0 | 1 | 2 | 3 |
| L3 Consistently follows appropriate conventions | 0 | 1 | 2 | 3 |
| L4 Applies appropriate conventions to the expression of complex relationships | 0 | 1 | 2 | 3 |

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| 6. Connects with audience through <u>PURPOSEFUL STRUCTURE</u> (sense of introduction/development/conclusion; thesis statement; focusing by main point made; major/minor connections) | | | | |
| L1 Presents a message with recognizable introduction, development, and conclusion | 0 | 1 | 2 | 3 |
| L2 Establishes and maintains focus on a clear purpose, providing transitions to clarify relationships between most points of development | 0 | 1 | 2 | 3 |
| L3 Without digression from the focus of the speech, consistently articulates relationships between points of development | 0 | 1 | 2 | 3 |
| L4 Maintains a <i>refined</i> sense of structure appropriate to disciplinary and/or professional contexts | 0 | 1 | 2 | 3 |
| 7. Connects with audience through <u>SUPPORT FOR A POSITION/ DEVELOPMENT OF AN IDEA</u> | | | | |
| L1 Shows ability to use examples and/or evidence meaningful to audience | 0 | 1 | 2 | 3 |
| L2 Supports most generalizations with examples and/or evidence meaningful to audience | 0 | 1 | 2 | 3 |
| L3 Consistently develops ideas through appropriate use of generalizations, examples, and/or evidence | 0 | 1 | 2 | 3 |
| L4 Develops ideas with appropriate depth, variety, and sufficient interest to engage audience | 0 | 1 | 2 | 3 |
| 8. Connects with audience through <u>CREATION and USE OF MULTI-MEDIA</u> | | | | |
| L1 Incorporates a visual that is legible, understandable, and appropriate to topic and audience | 0 | 1 | 2 | 3 |
| L2 Creates and uses relevant eye-appealing visuals to enhance presentation | 0 | 1 | 2 | 3 |
| L3 Smoothly incorporates high-quality and diverse media whose messages reflect the core concepts of a presentation | 0 | 1 | 2 | 3 |
| L4 Incorporates professional-quality media within a specific context to aid in clarifying, and enhancing the presentation of, ideas in relation to academic frameworks/theories | 0 | 1 | 2 | 3 |

9. Connects with audience through ORIGINAL AND APPROPRIATE CONTEXT (criteria may be further contextualized by instructor in discipline)

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|---|---|---|---|---|
| L1 Articulates accurate representation of ideas | 0 | 1 | 2 | 3 |
| L2 Demonstrates appropriate application of designated or selected ideas, using valid sources | 0 | 1 | 2 | 3 |
| L3 Identifies key elements that indicate understanding of frameworks/theories, using valid sources | 0 | 1 | 2 | 3 |
| L4 Articulates original applications, syntheses, and/or evaluations of academic frameworks/theories, validating them with substantial integrative thinking and appropriately using valid sources | 0 | 1 | 2 | 3 |