

Oral Communication VALUE Rubric for General Education

Course: _____ Semester: _____ Date: _____ Project: _____

Speaker(s): _____ Title: _____

	CAPSTONE (4)	MILESTONE (3)	MILESTONE (2)	BENCHMARK (1)
Organization	Organizational pattern is clearly and consistently observable, well structured, and makes the content of the message cohesive	Organizational pattern is observable within the message	Organizational pattern is attempted within the message	Organizational pattern is not observable within the message
Context / Audience/ Medium	Speaker skillfully adapts style and message to the context (e.g., public speaking, interpersonal, small group and teams) and consistently demonstrates respect and sensitivity for diverse audiences	Speaker adapts to the context (e.g., public speaking, interpersonal, small group and teams) and demonstrates respect and sensitivity for diverse audiences	Speaker attempts to adapt to the context (e.g., public speaking, interpersonal, small group and teams) and inconsistently demonstrates respect and sensitivity for diverse audiences	Speaker fails to adapt to the context (e.g., public speaking, interpersonal, small group and teams); and demonstrates some cultural bias and is insensitive to the needs of a diverse audience
Supporting Materials	Provides a variety of supporting material and makes appropriate reference to information or analysis that significantly supports the message or establishes the speaker's credibility/authority on the topic	Provides supporting material and makes appropriate reference to information or analysis that generally supports the message or establishes the speaker's credibility/authority on the topic	Occasionally provides supporting materials and makes reference to information or analysis that supports the message or establishes the speaker's credibility/authority on the topic	Fails to provide supporting materials or make reference to information that supports the message or establishes the speaker's credibility/authority on the topic
Central Message	Central message is compelling and strongly supported	Central message is clear and consistent with the supporting material	Central message is basically understandable but is not often repeated and is not memorable	Central message is not explicitly stated or understandable
Language	Language choices are imaginative, memorable, compelling, and appropriate and enhance the effectiveness of the message	Language choices are thoughtful, appropriate, and generally support the effectiveness of the message	Language choices are mundane and commonplace and partially support the effectiveness of the message	Language choices are unclear, inappropriate to the audience and minimally support the effectiveness of the message
Delivery	Speaker consistently demonstrates mastery of delivery techniques and appears polished and confident	Speaker demonstrates mastery of delivery techniques and appears comfortable	Speaker demonstrates some mastery of delivery techniques and appears hesitant	Speaker fails to demonstrate mastery of delivery techniques and appears uncomfortable

Source: Adapted from Winston-Salem State University, as included in "Using the VALUE Rubrics for Improvement of Learning and Authentic Assessment" by Ashley Finley and Terrel L. Rhodes, p 19, 2013, AAC&U.

