



COMMUNICATION COMPETENCY RUBRIC

Definition: Communication is a prepared, purposeful presentation designed to increase knowledge, to foster understanding, or to promote change in the listeners' attitudes, values, beliefs, or behaviors. "Presentation" is used as an overarching term for all forms of presenting oneself. This can include email, verbal communication, formal presentations, etc.

Student will be able to...	Mastering 4	Advancing 3	Developing 2	Beginning 1
Select Information	Organizational pattern (opening/greeting, introduction of topic, description of topic, conclusion of topic) is clearly and consistently observable and makes the content of the presentation or document cohesive.	Organizational pattern (opening/greeting, introduction of topic, description of topic, conclusion of topic) is clearly and often observable within the presentation or document.	Organizational pattern (opening/greeting, introduction of topic, description of topic, conclusion of topic) is intermittently observable within the presentation or document.	Organizational pattern (opening/greeting, introduction of topic, description of topic, conclusion of topic) is not observable within communication.
Select Language	Selects language that is imaginative, memorable, and compelling, and enhances the effectiveness of the presentation or document. Language is appropriate to audience.	Selects language that is thoughtful and generally supports the effectiveness of the presentation or document. Language is appropriate to audience.	Selects language that is mundane and commonplace and partially supports the effectiveness of the presentation or document. Language is appropriate to audience.	Selects language that is unclear and minimally supports the effectiveness of the presentation or document. Language is not appropriate to audience.
Deliver a Message	Delivery techniques (posture, tone, volume, brevity, gestures, eye contact, vocal expressiveness) or written style (engaging, focused, expressive) make the presentation/document compelling, polished, and confident.	Delivery techniques (posture, tone, volume, brevity, gestures, eye contact, vocal expressiveness) or written style (engaging, focused, expressive) make the presentation/document interesting, but not entirely confident or polished.	Delivery techniques (posture, tone, volume, brevity, gestures, eye contact, vocal expressiveness) or written style (engaging, focused, expressive) make the presentation/document understandable but somewhat tentative.	Delivery techniques (posture, tone, volume, brevity, , gestures, eye contact, vocal expressiveness) or written style (engaging, focused, expressive) detract from the understandability of the presentation/document and show the discomfort of the speaker/writer.