**INQ Oral Communication Rubric – Roanoke College based on AAC&U Value rubrics** rev December 2010

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| **Content** | **TRAITS** | **Below Basic = 1** | **Basic = 2** | **Proficient = 3** | **Advanced= 4** |
| *Purpose and Focus* | Fails to meet purpose of assignmentNo focus | Meets purpose of assignment Focus is too broad, weak, or unclear.  | Meets purpose of assignment. Focus and central idea are clear  | Central idea clear and reflects nuanced awareness of and relationship to purpose of communication.  |
| *Organization and Development* | No sequence of information.No clear introduction, body, and conclusion.Poor organization seriously interferes with communication | Some organization but it may lack clarity and focus.Introduction and conclusion not developed or not developed effectively for purpose. | Development and structure is clear, logical and consistent. Has a clear introduction, body, and conclusion. Some use of effective transitions | Development is clear, logical, and deliberate. Structure used strategically to aid communication with audience. |
| *Content and* *Supporting Material* |  Doesn’t understand or remember content clearly.Evidence or supporting material is absent, irrelevant, or inaccurate.  | Has a surface understanding of content.Some evidence or supporting material provided, but more or better is needed Some problems integrating evidence into argument or development | Has mastered content and is able to discuss it fluently.Material is accurate, well documented, and relevant,Evidence is adequately integrated into argument  | Has a nuanced understanding of content and can discuss it fluently.Material is interesting, engaging, relevant, accurate, well integrated, well documented, & strategically appropriate for audience |
| *Visual Aids**(if required)* | Very poor quality and use.Many slides hard to read or contain incorrect information. | Visuals support communication.Some slides hard to read or contain incorrect information. | Visuals support communication.Only minor issues with slides. | Visuals actively promote communication, add special value |
| **Delivery** | *Eye Contact* | Minimal eye contact with audienceEntire report is read from notes | Sporadic eye contactMostly reading notes | Consistent eye contactStill reading some  | Consistent eye contact w/entire audience; seldom refers to notes |
| *Mannerisms* | Obviously nervous; delivery halting or choppy; distracting mannerisms | Mannerisms occasionally detract from message. Nervous enough to affect delivery  | Mannerisms and nerves don’t detract seriously from message | Mannerisms actively support and aid message  |
| *Verbal Skills* | Key words are mispronounced. Voice too soft or unclearLow energy; Seems disinterested in own topic | Some words mispronounced. Delivery is not fluent or conversational Occasionally voice too soft | Delivery is fluent. Voice clearDelivery engages audience most of the time | Delivered with fluency, lively energy, and engagement throughout entire presentation |