**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 assignment  No 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 audience  Entire report is read from notes | Sporadic eye contact  Mostly reading notes | Consistent eye contact  Still 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 unclear  Low energy; Seems disinterested in own topic | Some words mispronounced. Delivery is not fluent or conversational  Occasionally voice too soft | Delivery is fluent.  Voice clear  Delivery engages audience most of the time | Delivered with fluency, lively energy, and engagement throughout entire presentation |