

**Oral and Nonverbal Communication Competency
Rubric
for General Education Courses**

15 Public Address class

7 Other General Education class

The scale for measuring speech performances is:

5 = Outstanding 4=Good 3=Average 2=Fair 1= Poor

Categories to be considered:

1) Audience Orientation:

The speaker was audience-centered and adapted to the listeners; the presentation's purpose was clear, appropriate for the speaker, the occasion and the time limit.

Comments: PA: 801.5 pts. (**rank 4th**) Gen Ed: 316 pts (**rank #1**)

2) Introduction:

The introduction gained and maintained attention, motivated the audience to listen, established the speaker's credibility, oriented the audience to the organization of the presentation.

Comments: PA: 826 pts. (**rank #2**) Gen Ed: 293 pts. (**rank #3**)

3) Organization

The speech had an introduction, body and conclusion, with transitions and signposts, and the main ideas were clear.

Comments: PA: 839 pts. (**rank #1**) Gen Ed: 301 pts. (**rank #2**)

4) Delivery: Verbal and Nonverbal

The speaker made good eye contact with the audience, varied the tone of voice appropriately, used appropriate gestures, had good posture and meaningful body movement.

Comments: PA: 759 pts. (**rank #5**) Gen Ed: 276 pts. (**rank #4/5**)

5) Conclusion

The speaker summarized the key points and ended the speech in a memorable, effective way.

Comments: PA: 803.3 pts. (**rank #3**) Gen Ed: 276 pts. (**rank # 4/5**)

Range:

**25 to 22=Outstanding; 21 to 18=Good; 17 to 14=Average; 13 to 10 =Fair;
below 10 = Poor**

(Goal: 80 percent of students will score 14 points or higher on the rubric)