

Competency: *Effective Communication (Oral)*

Effective communication is the ability to process and exchange ideas and information through verbal, nonverbal, and written means in a clear and understandable manner.

The following rubric will be used to measure students' effective oral communication skills as part of Broward College's general education assessment process. A faculty member may use any one class assignment for this assessment, so long as the assignment selected allows for an accurate measurement of at least one of the effective oral communication outcomes included in the rubric below.

Please use one of the following learning outcomes to assess your students' work.

	<i>Exceeds Competency</i>	<i>Demonstrates Competency</i>	<i>Approaches Competency</i>	<i>Below Competency</i>
Provide clear main points and supporting details	Main points are clearly distinct from supporting details. Graceful transitions create logical progress toward conclusion	Main points are distinct from supporting details. Smooth transitions differentiate key points	Difference between main points and supporting details is blurred . Logical flow, but no clear transitions	Ideas are not coherent . No transitions. Difficult to identify introduction, body, and conclusion

	<i>Exceeds Competency</i>	<i>Demonstrates Competency</i>	<i>Approaches Competency</i>	<i>Below Competency</i>
Use effective organizational pattern	Outstanding organization well suited to purpose	Clear organizational pattern	General structure/organization seems adequate	Lack of structure

	<i>Exceeds Competency</i>	<i>Demonstrates Competency</i>	<i>Approaches Competency</i>	<i>Below Competency</i>
Analyze, evaluate, and synthesize material from diverse sources	Excellent references are made to research that develop speaker credibility	Some references to research to establish	Only a few references to researched materials	Insufficient references to limited to limited research materials

	<i>Exceeds Competency</i>	<i>Demonstrates Competency</i>	<i>Approaches Competency</i>	<i>Below Competency</i>
Engage audience during speech	Inspires audience to actively engage verbally or nonverbally during presentation	Demonstrates audience awareness by adapting to verbal and/or nonverbal feedback	Seems aware of audience but does not adapt to verbal or nonverbal feedback	Fails to acknowledge audience or adapt to verbal or nonverbal feedback

	<i>Exceeds Competency</i>	<i>Demonstrates Competency</i>	<i>Approaches Competency</i>	<i>Below Competency</i>
Demonstrate effective use of tone and voice	Tone is authentic and appropriate to topic. Volume varies at key points to support the verbal message and maintain audience's interest. Voice is natural to speaker and topic, talking with, rather than at audience	Tone fits verbal message changing for emphasis at appropriate moments. Volume allows audience to follow message	Inconsistent use of voice to support message. Monotone passages interfere with audience's interest. Volume is too loud or soft	Fails to maintain audience interest and support the verbal message due to excessive monotone and inappropriate volume

	<i>Exceeds Competency</i>	<i>Demonstrates Competency</i>	<i>Approaches Competency</i>	<i>Below Competency</i>
Demonstrate body language and gestures that support the verbal message	Body language is expressive, dynamic, natural and comfortable . Gestures, facial expressions, eye contact and posture reinforce and enhance the verbal message	Body language is an adequate support of the message. Movement and gestures clarify key points. Facial expressions, eye contact and posture seem natural	Body language is minimally supportive of verbal message. Gestures, facial expressions and poor eye contact reflect speaker discomfort	Body language is not supportive of the message, may contradict it. Gestures, facial expressions and posture are stiff or distracting. Virtually no eye contact with audience

Outcome assessed:
 Number of students who exceeded competency:
 Number of students who demonstrated competency:
 Number of students who approached competency:
 Number of students who were below competency:
 Number of students who did not turn in a submission: