

Sample Rubric for Assessing Oral Communication Skills

Directions: Use this rubric to evaluate a student’s oral presentation. Assign a score to each student for each section. Then, add all the student scores for each section and divide by the number of students to determine the sample mean for each section. Lower scores suggest areas where students can use improvement.

Competency Students will be able to:	Qualities of Student Presentation and Related Score				Student Score
	0	1	2	3	
Understand and clearly state the purpose and thesis of their speech.	The purpose of the speech was not stated nor did the speaker have a sense of his or her focus.	The purpose and thesis of the presentation were not clearly stated, but were implicit.	The purpose and thesis of the presentation were clearly stated, but the presentation strayed from its central point.	The purpose and thesis of the presentation are clearly understood and serve to focus the speech.	
Analyze particular audiences and select appropriate ethical communication strategies.	The speaker did not seem to understand his or her audience.	The speaker had a general understanding of the audience, but did not present information effectively for that audience.	The speaker had a general understanding of the audience but missed key opportunities to communicate effectively with the audience.	The speaker clearly understood his or her audience and spoke appropriately and ethically with the audience in mind.	
Identify, access, select, evaluate, and cite supporting information for a speech.	No supporting material was used.	Little supporting material was used from low quality sources and it was not cited appropriately.	An appropriate amount of supporting material was used, but it was of medium quality and not always cited appropriately.	An appropriate amount of high quality supporting material was used for the presentation and clearly cited.	
Present a clearly organized set of ideas.	The organization lacked any structure.	The presentation had easily identifiable main points, but lacked internal structure.	The presentation was organized, but the speaker sometimes strayed from this organization.	The presentation had a clear and deliberate organizational structure.	
Use clear and engaging language and delivery	Language was unclear; delivery relied exclusively on notes	Language was weak, unclear or wordy; delivery relied too much on notes and lacked spontaneity	Language and delivery were generally good, but could have been more effective	The language was powerful and effective; delivery was clear and powerful	