

**Cal State East Bay ILO Oral Communication Rubric**

*Approved Academic Senate March 19, 2019*

Oral communication is a prepared, purposeful presentation designed for a specific audience to increase knowledge, foster understanding, or promote change in the listeners' attitudes, values, beliefs, or behaviors. Consideration should be made for communication by individuals with diverse backgrounds (e.g., English as a non-primary language, communication disabilities, etc.).

<b>Purpose</b> Purpose may include conveying a key message, central idea/theme, relevant information, or emotion that aligns with the intended audience.	Presentation clearly conveys the purpose throughout.	Presentation mostly conveys the purpose throughout.	Presentation somewhat conveys the purpose throughout.	Presentation does not convey the purpose.
<b>Organization</b> Organization may include logical order, cohesiveness, coherence, effective transitions, and genre.	Organization clearly supports the purpose; cohesive, understandable, and easy-to-follow.	Organization mostly supports the purpose; generally cohesive, understandable, and easy-to-follow.	Organization somewhat supports the purpose; not entirely cohesive, understandable, or easy-to-follow.	Organization does not support the purpose; limited cohesion and/or understandability.
<b>Evidence</b> Evidence may include citations, examples, anecdotes, quotations, and quantitative or qualitative data.	Evidence is consistently integrated and supports the purpose.	Evidence is mostly integrated and generally supports the purpose.	Some evidence presented and somewhat integrated; mostly fails to support the purpose.	Little or no evidence and/or integration; fails to support the purpose.

**Audience Engagement**  
Audience engagement is, holding the interest and attention of the intended audience; may include interacting with and listening/responding to the audience.

flow, pace, a

	Delivery strongly enhances the effectiveness of the presentation.	Delivery mostly enhances the effectiveness of the presentation; minor errors do not significantly detract from the effectiveness of the presentation.	Delivery is somewhat effective; errors somewhat detract from the effectiveness of the presentation.	Delivery is not effective; errors significantly detract from the effectiveness of the presentation.
<b>Language</b> Language may include precise word choice, vocabulary, jargon, grammar, as appropriate to the audience.	Language strongly supports the clear expression of ideas.	Language mostly supports the clear expression of ideas.	Language somewhat supports the clear expression of ideas.	Language provides little or no support for the clear expression of ideas.
<b>Presentation Aids (as applicable)</b> Presentation aids may include audio, video, graphics, slides, posters, props, demonstrations, and clothing.	Presentation aids are clearly relevant, understandable, and complement and enhance the purpose/presentation.	Presentation aids are mostly relevant and understandable, and generally complement and enhance the purpose/presentation.	Presentation aids are somewhat relevant and understandable, and sometimes detract from the purpose/presentation.	Presentation aids have little or no relevance and/or understandability; significantly detract from the purpose/presentation.