

Oral Communication Assessment Tool:

revised 08/13/08

Name	ID Number	Major	Class	Course /Section	Instructor	Semester /Year

Standards for Evaluation

We based specific evaluation criteria on the following general principles:

<i>Criteria</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>
	<i>Makes very inappropriate choices, fails to recognize guiding principles, & misunderstands or ignores audience needs/interests</i>	<i>Makes inappropriate choices & may or may not recognize guiding principles or understand audience needs/interests</i>	<i>Makes appropriate choices, recognizes guiding principles, & has an adequate sense of audience needs/interests</i>	<i>Makes appropriate, thoughtful, & specific choices that satisfy audience needs/interests; also recognizes guiding principles & variations within those principles</i>

The following sheets are NOT to be used as grading sheets. They are to be used for assessment purposes only. We ask that you mark/circle the appropriate descriptor. Please note that competent performance is a “3” rating.

We also ask that you sum and provide an overall total.

<i>Criteria</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>
Demonstration of respect for & identification with audience	Demonstrates no rapport with audience.	Demonstrates weak rapport with audience.	Demonstrates adequate rapport with audience based on mutual trust, goodwill, respect, & understanding.	Demonstrates strong rapport with audience based on mutual trust, goodwill, respect, & understanding.
Presents clear thesis statement	Presents no thesis statement.	Presents weak thesis statement.	Presents adequate thesis statement.	Presents strong & fully developed thesis statement.
Demonstrates ability to cite sources appropriately	Doesn't cite when appropriate or does cite when it isn't.	Uses irrelevant citations, fails to cite sources correctly, or unnecessarily apologizes for lack of citation.	Cites sources correctly.	Cites credible sources correctly & only when appropriate.
Presents adequate and appropriate support for points	Presents no support for points.	Presents weak level of supporting material for points.	Presents adequate level of supporting material for points, including relevant examples, stories, statistics, etc.	Supporting materials, are sufficient, engaging, & appropriate.
Demonstrates ability to craft logical and well-reasoned presentation	Presentation is illogical.	The logic supporting the presentation is limited, contains some fallacies, &/or is at times unnecessarily superficial or complex.	The logic supporting the presentation is sound, free of fallacies, & is easy for most audiences to follow.	The logic supporting the presentation is sound, free of fallacies, & is structured specifically for this audience.

<i>Criteria</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>
Opposing viewpoints or alternative hypothesis (if appropriate)	Doesn't address opposing viewpoints when expected or does when it isn't	Misrepresents opposing viewpoints, makes presentation inappropriately complicated by discussing opposing viewpoints, or unnecessarily apologizes for lack of discussion about opposing viewpoints.	Discusses opposing viewpoints when appropriate.	Discusses opposing viewpoints respectfully and strategically, when appropriate.
Demonstrates ability to appropriately structure presentation	Demonstrates no sense of organization in presentation.	Demonstrates weak organizational structure &/or inability to effectively transition from point to point.	Structure includes an introduction, body, conclusion & effective transitions.	Structure includes an introduction, body, conclusion, effective transitions, & appropriate organizational pattern.
Eye contact, poise, & confidence	Lack of confidence (as communicated by lack of eye contact, slumped posture, & nervous mannerisms) is apparent & influences effectiveness of presentation.	At times, lack of confidence is apparent & influences effectiveness of presentation.	Establishes eye contact with audience, assumes an appropriate posture & mannerisms, & appears confident.	Appears confident & makes audience feel comfortable.

<i>Criteria</i>	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	
Volume, clarity, vocal variety, & rate of speech	Speaker is difficult to understand, monotone, & speaks either too quickly or too slowly.	At times, speaker is difficult to hear, monotone, or occasionally speaks either too quickly or too slowly.	Projects well, enunciates clearly, & is easy to listen to.	Speaker not only uses voice appropriately but also uses her/his voice to heighten the meaning & impact of the message	
Presentational Aids	Doesn't use presentational aids when appropriate or does use them when it isn't.	Uses poorly conceived or irrelevant aids, uses them ineffectively or in a distracting manner, or unnecessarily apologizes for lack of aid.	Presentational aids are effective & integral to the content of the speech.	Presentational aids are effective, integral to the speech, heighten the meaning & impact of the message, & foster learning & retention.	
Sum Columns					<i>TOTAL</i>