

Outcome #7b: Oral Communication

	Exemplary	Competent	Emerging	Undeveloped
Appropriateness for intended audience	Main topic is highly engaging for primary audience. Level of complexity appropriate. Terminology, acronyms, labels explained when necessary. Level of formality matches primary audience.	Main topic is of interest to the primary audience. Level of presentation too complex or too simple for some audience members. Limited use of terminology, acronyms, or labels. Level of formality appropriate for nearly all audience members.	Main topic of little interest to several audience members. Level of presentation too complex or too simple for several audience members. Some use of unexplained terminology, acronyms, or labels. Level of presentation too formal/too informal for audience members.	Main topic is of little or no interest to majority of the audience. Level of presentation too complex or too simplistic for majority of audience. Excessive use of unexplained terminology, acronyms, or labels. Level of presentation too formal/too informal for majority of audience.
Organization and timeliness	Context, purpose and organization made explicit, contains all elements for clear communication. Order is logical and promotes easy understanding of topic(s) presented. Presentation within time limit and with adequate time for questions.	Context, purpose and organization apparent, but not made explicit to audience. Order is logical and promotes easy understanding of topic or topics presented. Presentation fits time limit but may not allow for more than one question.	Purpose and organization not made explicit to audience, context incomplete or not provided. Order not logical or doesn't promote easy understanding of topic or topics presented. Presentation either too short or too long.	Purpose and organization not apparent or explicit, context not provided. Illogical order or arrangement that inhibits easy understanding. Presentation either much too short or exceeds time limit.
Clarity and knowledge of central theme/topic	Limited to one or two main topics, central theme or topic(s) is easily evident to audience. Transition from one topic to the next is logical and obvious. Demonstrates obvious depth of knowledge relevant to topic, can answer questions with explanation and elaboration. Attributes supporting information to relevant sources appropriately.	One or two topics addressed. Central theme is discernable to audience. If two topics are covered, relationship between topics not clearly explained. Demonstrates adequate depth of knowledge, can answer questions but with little elaboration. Attributes sources appropriately.	One or two topics addressed. Central theme discernible only by an expert in the field. Relationship between topics not explained or apparent. Demonstrates only surface knowledge related to topics, able to answer only rudimentary questions. May not attribute or identify source material appropriately.	Attempted to cover too many topics. Central theme or topic not apparent to audience. Relationships between topics not explained or apparent. No grasp of information, or presents incorrect information. Unable to answer questions about the topic. Provides no information about source material.
Delivery	Speaks clearly and confidently, with appropriate voice articulation, volume, and tone. Maintains appropriate eye contact without reliance on notes/screen. Personal appearance appropriate and gestures natural. Pace appropriate for intended audience.	Speaks clearly with appropriate articulation. Maintains adequate eye contact. Some reliance on notes/screen. Personal appearance appropriate, most gestures natural. Pace appropriate for intended audience.	Speaks too loudly or too softly, or tone is inappropriate. Establishes some eye contact but obvious reliance on notes/screen. Personal appearance or gestures distracting. Pace either too fast or too slow for intended audience.	Reads presentation, may mumble, difficult to understand. Little eye contact with audience members. Personal appearance inappropriate, distracting mannerisms obvious to audience. Pace too slow or too fast for intended audience.

Optional: Use of supporting material when appropriate	Compelling use of appropriate supporting material provided when appropriate. Material is timely for the topic or theme. Sources of material clearly and completely documented.	Sufficient amount of supporting material provided. Material is timely for the topic or theme. Source of material clearly and completely documented.	Insufficient amount of supporting material used. Supporting material not timely. Source of material is clearly documented.	Supporting material absent or inappropriate for promoting clear understanding. One or more pieces of supporting material not clearly or completely documented.
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Prepared by members of the Natural Resource Ecology and Management Department Outcomes Assessment Committee (Iowa State University), 2010.