

COMMUNICATION RUBRIC

Based on Ethic Value Rubric by AAC&U



Definition: Communication is the development and expression of ideas. Communication involves learning to work in many genres and styles and can involve working with many different technologies, mixing texts, data, and images. Communication abilities develop through iterative experiences across the curriculum. Each student is scored, and then an individual average is applied and then rounded to the nearest whole number. This corresponds to the student achievement levels for the CILO on the assessment matrix.

Evaluators are encouraged to assign a zero to any work that does not meet base “emerging” level performance.

	Proficient 4	Competent 3	Developing 2	Emerging 1
Context of and Purpose for Communication	Demonstrates a thorough understanding of context, audience, and purpose that is responsive to the assigned task(s) and focuses all elements of the work.	Demonstrates adequate consideration of context, audience, and purpose and a clear focus on the assigned task(s).	Demonstrates awareness of context, audience, purpose, and to the assigned tasks(s)	Demonstrates minimal attention to context, audience, purpose, and to the assigned tasks(s).
Content Development	Uses appropriate, relevant, and compelling content showing solid organization to illustrate mastery of the subject.	Uses appropriate, relevant, and compelling content showing adequate organization to develop and explore ideas throughout the work.	Uses appropriate and relevant content demonstrating limited attention to organization to develop and explore ideas through most of the work.	Uses appropriate and relevant content with inconsistent attention to organization to develop simple ideas in some parts of the work.
Sources and Evidence	Demonstrates skillful use and careful citation of high-quality, credible, relevant sources to develop ideas that are appropriate for the discipline and genre.	Demonstrates consistent use and citation of credible, relevant sources to support ideas that are situated within the discipline and genre.	Demonstrates inconsistent use and citation of credible and relevant sources to support ideas that are appropriate for the discipline and genre.	Demonstrates an attempt to use and cite sources to support ideas.
Control of Syntax and Mechanics	Uses language that skillfully communicates meaning to readers with clarity and fluency, and is virtually error-free.	Uses language that seamlessly conveys meaning to readers with few errors.	Uses language that generally conveys meaning to readers with clarity, although writing may include some errors.	Uses language that impedes meaning because of errors in usage.
Delivery (for Oral Communication)	Delivery techniques make the presentation compelling, and speaker appears/sounds polished and confident.	Delivery techniques make the presentation interesting, and speaker appears/sounds comfortable	Delivery techniques make the presentation understandable, and speaker appears/sounds tentative.	Delivery techniques detract from the understandability of the presentation, and speaker appears/sounds uncomfortable.

Edited for use by OCCC Assessment Task Force

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