Procedures

This rubric was created as a result of a national and interinstitutional assessment effort and funded through an NCA Advancing the Discipline Grant. To begin, we gathered multiple rubrics from each institution participating in the assessment project (California State University-Los Angeles, George Mason University, Illinois State University, The University of Maryland, Ohio University, and South Dakota State University). Several members of the project also participated in the Social Science Research Council's Measuring Learning Outcomes the Public Speaking. Thus, we used these outcomes to inform which behaviors to include in the rubric. We wanted to rubrics to provide categories of assessment, specific low-inference behaviors for each category, levels of performance, and criteria indicators. We provide definitions, themes, and descriptive criteria language to guide your understanding of how these procedures inform this collaborative effort.

Definitions

Category headings are included in each boxed area and are comprised of Outline, Introduction, Body, Conclusion, Delivery and Overall Impression.

Behaviors are included within each category, bolded, low-inference, and observable (e.g., attention getter, background and audience relevance, speaker credibility, thesis, and preview)

Levels of Performance are located at the top of each column. Levels are evaluated for each behavior within each category and include C—Present, B—Good, and A—Excellent. N/A will be marked for each assignment that does not require a certain behavior and does not need to be coded.

Criteria Indicators describe the quality judgments for each behavior, are guided by the language for criteria presented below, and are intended to be additive.

Major Themes in Developing Criteria

(D) Present in outline or speech, but not both.

(C) Present, meets requirement of the assignment.

(B) Good, clear, logically flows, well integrated, adds value.

(A) Excellent, creative, careful, memorable, unique, captivating, powerful.

Descriptive Language for Criteria

Present
Attempted, fulfills, discernable, identifiable, sufficient, appropriate, adequate, average, shows effort, meets requirements, moderate errors

Good
Interesting, well-integrated, logical, flows, credible, specific, well-developed, clear, concise, organized, relevant, few errors

Excellent
Insightful, creative, unique, advanced, powerful, thorough, reflexive, rich, original, motivating, significant, unique, fully-developed, carefully chosen, precisely, reputable, powerful language, arguments carefully constructed, explanatory power, actionable, advances the body of knowledge, minimum errors