

## Communicating Effectively Rubric

CRITERIA	1 <sup>st</sup> Year Criteria Description	2 <sup>nd</sup> Year Criteria Description	3 <sup>rd</sup> Year Criteria Description	4 <sup>th</sup> Year Criteria Description	NA or No Evidence
<p><b>1. Defines purpose and identifies audience</b>            Defines the aim of the message; develops the purpose of the message; determines audience background, awareness, and perspective</p>	Identifies the simple aim of the message; states the purpose of the message; identifies aspects of the audience	Identifies and defines the aim of the message; explains the purpose of the message; recognizes and explains the audience background and perspective	Defines and describes the aim of the message; explains and interprets the purpose of the message; differentiates and adapts the message for the audience background, awareness, and perspective	Adapts the aim of the message in the context of the audience; assesses and justifies the purpose of the message; adapts and contextualizes the message for the audience	
<p><b>2. Investigates context, situation, and information</b>            Uses information sources for discovery; explores diverse viewpoints with an open mind; analyzes context and situation; evaluates and selects sources</p>	Identifies information sources but may not use them in an appropriate manner; demonstrates minimal awareness of diverse viewpoints; uses relevant criteria to analyze context and situation; identifies preliminary criteria to evaluate and select sources	Identifies information sources that are appropriate but may not relate to context, situation; recognizes diverse viewpoints; uses insightful criteria to analyze context and situation; identifies and develops criteria to evaluate and select sources	Identifies information sources that are appropriate and outlines the relevance to the context, situation; recognizes and investigates diverse viewpoints; uses evaluative criteria to analyze context and situation; identifies and develops relevant criteria to evaluate selected sources	Identifies information sources that are relevant to context, situation and applies the information in an appropriate manner; acknowledges and integrates diverse viewpoints; uses authoritative criteria to analyze context and situation; identifies and develops authoritative criteria to select sources and articulates or demonstrates the relevance of the selected sources	
<p><b>3. Reveals insight and direction</b>            Reflects on and interprets information; evaluates the scope of information; identifies and evaluates assumptions; organizes and connects concepts</p>	Demonstrates minimal reflection on, and interpretation of, information; demonstrates awareness of the scope of information; shows limited awareness of assumptions; organizes concepts inconsistently	Demonstrates relevant but undeveloped reflection on, and interpretation of, information; identifies and categorizes scope of information; identifies assumptions; organizes concepts consistently	Demonstrates focused reflection on, and interpretation of, information; evaluates scope of information; identifies and evaluates assumptions; organizes and connects concepts consistently	Demonstrates insightful reflection on, and significant understanding of, information; recognizes the limits of the scope of information and suggests potential for expanding the scope; evaluates assumptions and demonstrates awareness of their potential impact; organizes and connects concepts synthetically	
<p><b>4. Adapts, organizes, and integrates information into message</b>            Integrates and develops content; organizes message for the purpose and audience; adapts approach and tone of message for the purpose and audience</p>	Shows minimal amount of integration and development of content; message follows a general organizational pattern that is not specific to the purpose and audience; message reflects simple awareness of the purpose and audience and shows minimal adaptation of approach and tone to them.	Shows general integration and some development of content; message follows a general organizational pattern that shows relevant, but inconsistent recognition of the purpose and audience; includes moderate adaptation of approach and tone to purpose and audience	Shows consistent integration and development of content; message follows a specific organizational pattern that reflects consistent awareness of the purpose and audience; includes consistent adaptation of approach and tone to purpose and audience	Shows insightful integration and thorough development of content; message follows a specific, detailed organizational pattern that shows significant knowledge of the purpose and audience; includes insightful adaptation of approach and tone to purpose and audience	
<p><b>5. Presents message</b>            Chooses mode of communication for the purpose and audience; follows conventions of the discipline, including mechanics and documentation; maintains audience engagement</p>	Mode of communication is moderately appropriate for the purpose and audience but does not reflect originality or creativity; presentation of the message sometimes follows primary or major conventions of the discipline, including mechanics and documentation, but may contain numerous errors; generally maintains audience engagement, but there may be numerous lapses	Mode of communication is moderately appropriate for the purpose and audience and reflects a modicum of originality or creativity; presentation of the message typically follows primary or major conventions of the discipline, including mechanics and documentation, but may contain some errors; typically maintains audience engagement, but there may be several lapses	Mode of communication is entirely appropriate for the purpose and audience and demonstrates some originality or creativity; presentation of the message consistently follows most expected conventions of the discipline, including mechanics and documentation, but may contain a few errors; consistently maintains audience engagement, with a few lapses	Mode of communication is entirely appropriate for the purpose and audience and reflects significant originality or creativity; presentation of the message follows virtually all expected conventions of the discipline, including mechanics and documentation, with negligible errors; consistently maintains audience engagement with negligible lapses	