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|  | 3 – Exceeds Expectations  | 2 – Meets Expectations | 1 – Below Expectations | 0 – Not Acceptable |
| Message Appropriate for Purpose, Occasion, Audience | Exceptionally appropriate for purpose/occasion; effective audience adaptation | Content adequately appropriate for purpose/occasion; some audience adaptation evident | Content inappropriate/ ineffective for purpose/occasion; little audience adaptation demonstrated | Failed to meet assignment purpose; no adaptation for occasion/audience (language, knowledge, experience, culture) |
| Clear and coherent organizational structure | Exceptionally clear organizational pattern; easily followed | Reasonably organized; coherent; logical progression of ideas | Rambled aimlessly; organization difficult to follow; lacked unity | Repetitively bounced from one idea to next; impossible to follow |
| Main points fully supported (details, examples, figures) | Multiple examples, etc.; memorable details that support central idea | A few clarifying details/examples, etc. to support central idea | Lacked adequate number of details to support central idea | No details provided or those evident failed to support central idea |
| Depth of research evident & appropriate | Depth of research evident; beyond minimum cited | Minimum research evident and cited | Little depth of research evident | No research demonstrated/cited |
| Transitions Effective | Multiple transitions; fluid progression of ideas | Transitions adequately unified material | Lacked adequate number of effective transitions | No transitions; content choppy/ disjointed |
| Language/word choice accurate, clear & vivid | Memorable word choice; vivid imagery created strong impressions; clear well-defined terminology | Some memorable words; vocabulary varied and easily understood | Limited vocabulary; somewhat repetitive; words ambiguous in clarity and definition | Redundant, word choice consistently poor/inappropriate (use of slang, biased terms, etc.) |
| Articulation, pronunciation, and grammar correct | Consistently clear, distinct articulation; correct pronunciation of words; used correct grammar | A few errors in articulation, pronunciation, and/or grammar usage | Pattern of garbling words; multiple pronunciation errors; grammatical errors repetitive enough to detract from content | Consistently slurred/mumbled words; mispronounced/ stumbled over pronunciation; excessive errors in grammar |
| Extemporaneous delivery (with brief references to notes—not reading from a manuscript) | Conversational (sounding spontaneous); referred to notes no more than 10% of the entire presentation time | Natural, conversational delivery; referred to note no more than 20% of the entire time | Read majority of presentation material; looked up at audience only at the end of sentences | Read all of material to audience from notes or manuscript |
| Vocal variety (tone, emphasis, rate & pausing enhances content) | Varied rate of speaking heightened impact; timing deliberate enhancing clarity; expressive, natural vocal tone communicated ideas with spark | Appropriate rate of speaking; pausing planned and executed naturally; vocal variety adequately expressed enthusiasm/sincerity | Pattern of awkward pauses and/or verbal fillers; erratic rate of speaking; little range in vocal variety | Excessive awkward pauses (and/or verbal fillers: uh, um); rate of speaking too fast or too slow; consistent flat, monotone pitch |
| Nonverbal behavior enhanced presentation (effective gesturing, confident/poised body posture, eye contact) | Confident, assured body posture (both relaxed and erect); consistently maintained rapport with audience with eye contact; natural, spontaneous gesturing that successfully punctuated words and ideas clearly | Body posture, movement, gesturing adequate; did not interfere or detract from content of presentation; sustained eye contact long enough to connect with audience | Little visual contact with audience; excessive bobbing of head up and down between notes and audience; poor body posture detracting from speaker’s credibility; some nervous/awkward movement/ mannerisms interfered with message | Eye contact missing (instead looked at notes, floor, ceiling, etc.); ineffective body posture (slouching, leaning on table, etc.); excessive amount of nervous/distracting mannerisms |