

**ORAL COMMUNICATION RUBRIC
BBA-ACC**

Criteria	Level 1	Level 2	Level 3	Level 4
Organization	Presentation is very disorganized; little flow; vague; difficult to understand	Presentation is confusing and disorganized in a number of places; disconnected or choppy; takes some effort to follow	Presentation flows smoothly with occasional confusion or rough patches between ideas	Presentation is smooth, polished and organized; flows well
Delivery	Presenter is very uncomfortable; speech is rushed, slow or inarticulate; style is distracting or annoying	Presenter is somewhat uncomfortable or nervous; limited expression; noticeable use of filler words (uhs, likes) or pauses	Presenter is generally comfortable; somewhat polished; minor use of filler words (uhs, likes) or pauses	Presenter is very comfortable; speaks clearly and expressively; words and sentences flow
Content	Points not clear; irrelevant information does not support ideas; listeners gain little	Information is confusing in places; too much or too little information; listener gains a few insights	Sufficient information; many good points made; some areas lacking; listener gains adequate insight	Abundance of material; points clearly made; evidence supports; listeners gain insight
Communication Aids	Communication aids are poorly prepared and/or distracting, or nonexistent	Communication aids marginally prepared; do not support presentation well	Professional communication aids, may use too many/too few	Appropriate, professional communication aids enhance presentation
Nonverbals	Reads entire report, making no eye contact with audience	Reads most of report; makes occasional eye contact	Maintains eye contact, but returns to notes frequently	Maintains eye contact throughout presentation; seldom returns to notes
Audience Interaction	Unable to accurately answer questions	Often answers questions superficially or long-windedly	Responds to most questions clearly and accurately	Responds to all questions clearly and accurately