Learning Outcome 3: Students will effectively communicate their ideas orally, considering audience and purpose.

Capability	1. Emerging	2. Developing	3. Proficient	4. Advanced
A. Students will create content that is appropriate for the purpose[i] and audience.	Content is inappropriate in quality, variety, and/or relevance for the purpose and/or audience; falls short of or exceeds time limit.	Content is partially lacking in quality, variety, and/or relevance for the purpose and/or audience; falls short of or exceeds time limit.	Content is acceptable in development, quality and variety for the purpose and/or audience, while more or less adhering to time limit.	Content is well developed for the time limit and exceptional in quality, variety, and relevance to purpose and audience.
B. Students will use language that is appropriate to purpose, audience, and content.	Language is unclear, inaccurate, ungrammatical, or inappropriate for the purpose, audience, content.	Language is sometimes unclear, inaccurate, ungrammatical, or inappropriate for the purpose, audience, content.	Language is adequately clear, accurate, and appropriate for purpose, audience, and content, with decent grammar.	Language is exceptionally clear, accurate, and appropriate for purpose, audience, and content, with excellent grammar.
C. Students will use an organizational structure that is evident and appropriate to purpose, audience, and content.	Organizational structure is not apparent; lack of smooth flow and/or difficult to follow overall.	Organizational structure is present but inconsistently applied or difficult to follow in places.	Organizational structure is appropriate, with reasonably clear and logical progression within and between ideas.	Organizational structure is masterfully used and evident, with clear and logical progression within and between ideas.
D. Students will use a mode or style of delivery that is appropriate and engaging for the specified audience.	Delivery style[ii], mode[iii], and/or presentational materials[iv] are ineffective and/or inappropriate for the purpose and/or audience.	Delivery style, mode, and/or presentational materials are partially effective and appropriate but lacking in one or more areas.	Delivery style, mode, and/or presentational materials are effective and appropriate in maintaining audience interest.	Delivery style, mode, and/or presentational materials are exceptionally effective and appropriate in maintaining audience interest.

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[i] Purposes include informative, persuasive, commemorative, conversational, eliciting information, etc. The signature assignment may be any speaking that requires some preparation pertaining to the criteria listed here, including an individual or group presentation, oral exam, conversation in a second language, roundtable discussion, debate, interview, etc.

[ii] Delivery style includes vocalics (volume, enunciation, pronunciation, vocal variety) and nonverbals (facial expressions, eye contact, gestures, poise, etc.)

[iii] Delivery mode may be impromptu (little/no preparation and notes), extemporaneous (prepared content, speaking from limited notes), memorized, or other. Reading a manuscript is not recommended unless it is appropriate to the type of speaking being taught.

[iv] Presentational materials may or may not be used in the signature assignment. Such materials include any type of visual aid (model or other prop, poster, or electronic images or text) or other type of media (sound or video clip).