

ePortfolio Rubric – Professional Communication (STR/ORG/LEAD/COP)

Criteria	Advanced (4)	Proficient (3)	Developing (2)	Beginning (1)
<p>PSLO1a: Oral Communication Competency: <i>Content & Organization</i></p> <p>Clear opening with accessible structure/format and transitions. Obvious thesis/preview of main/sub points. Accessible and meaningful explanation of project goals/objectives, leadership lessons/learning outcomes. Summary/review of main/sub points with strong closing statement.</p>	<p>Presentation demonstrates clear excellence in this area</p>	<p>Demonstrates very good skill development in this area</p>	<p>Demonstrates average skill development in this area</p>	<p>Demonstrates below average skill development in this area</p>
<p>PSLO1b: Oral Communication Competency: <i>Delivery and Style</i></p> <p>Audience engagement/enthusiasm with consistent eye contact/gestures. Movement/posture appropriate with effective use of visuals to enhance presentation. Language and vocalics (rate, tone, volume) accessible without overuse of fillers (pauses, stumbles).</p>	<p>Presentation demonstrates clear excellence in this area</p>	<p>Demonstrates very good skill development in this area</p>	<p>Demonstrates average skill development in this area</p>	<p>Demonstrates below average skill development in this area</p>

ePortfolio Rubric – Professional Communication (STR/ORG/LEAD/COP)

Criteria	Advanced (4)	Proficient (3)	Developing (2)	Beginning (1)
<p>PSLO2a: Writing: Content & Organization</p> <p>Effective introduction/conclusion. Clear thesis/objectives/themes, rationale, and, treatment of sub-topics, and articulation of relevant outcomes/conclusions. Strong paragraph format/transitions with clear report structure. Thorough content/development and examples/supporting details according to assignment criteria.</p>	<p>Writing demonstrates clear excellence in this area</p>	<p>Demonstrates very good skill development in this area</p>	<p>Demonstrates average skill development in this area</p>	<p>Demonstrates below average skill development in this area</p>
<p>PSLO2b: Writing: Language & Style</p> <p>Style and word choice/proficient and creative use of terms and vocabulary, evidence of collegiate-level writing/scholarly work, readability.</p>	<p>Writing is complex and nuanced Writer uses appropriate and interesting voice.</p>	<p>Writing is generally clear and unambiguous. Sentence structure is mostly clear and lucid.</p>	<p>Writing is often unclear and ambiguous. Writer’s voice is occasionally inappropriate</p>	<p>Writing may be potentially interesting but is handled without clarity or purpose. Writer is unable to sustain an appropriate voice.</p>
<p>PSLO2c: Writing: Mechanics</p> <p>Style and word choice/proficient and creative use of terms and vocabulary, evidence of collegiate-level writing/scholarly work, readability. Mechanics and sentence structure, punctuation/grammar/spelling, and proofing.</p>	<p>Writing demonstrates clear excellence in this area</p>	<p>Demonstrates very good skill development in this area</p>	<p>Demonstrates average skill development in this area</p>	<p>Demonstrates below average skill development in this area</p>

ePortfolio Rubric – Professional Communication (STR/ORG/LEAD/COP)

Criteria	Advanced (4)	Proficient (3)	Developing (2)	Beginning (1)
<p>PSLO3: Theory: <i>Quality of Information</i></p> <p>Demonstrates knowledge and application of appropriate theories.</p> <p>Clear incorporation of theory/research into explanation of project report goals/objectives, lessons/learning outcome, and assessment data.</p>	Writing demonstrates clear excellence in this area	Demonstrates very good skill development in this area	Demonstrates average skill development in this area	Demonstrates below average skill development in this area
<p>PSLO4: Research: <i>Knowledge of quantitative research methodologies and associated statistical analysis tools.</i></p> <p>Demonstrates knowledge and application of research methods and, where appropriate, application of strategic/organizational theory in research design.</p>	Writing demonstrates clear excellence in this area	Demonstrates very good skill development in this area	Demonstrates average skill development in this area	Demonstrates below average skill development in this area
<p>PSLO5: Research: <i>Knowledge of qualitative research methodologies and associated statistical analysis tools.</i></p> <p>Demonstrates knowledge and application of research methods and, where appropriate, application of strategic/organizational theory in research design.</p>	Writing demonstrates clear excellence in this area	Demonstrates very good skill development in this area	Demonstrates average skill development in this area	Demonstrates below average skill development in this area

Artifacts

Identity Statement from COMM 1050 - *Formative* assessment (OPTIONAL, not evaluated)

ePortfolio Rubric – Professional Communication (STR/ORG/LEAD/COP)

PSLO 1: In-class/Recorded video-taped presentation (COMM 4550)

PSLO 2, 3, and 5: Capstone written report and supplementary materials (COMM 4550)

PSLO 4: Research Summary Report from COMM 2500/3510: Research Methods