

ePortfolio Rubric – Sports Communication

Criteria	Advanced (4)	Proficient (3)	Developing (2)	Beginning (1)
<p>PSLO1a: Public Speaking – Content & Organization</p> <p>Clear articulation of topic and defined purpose, logical structure that flows smoothly, sufficient supporting materials to inform and/or persuade intended audience, use of credible sources</p>	Demonstrates excellent skill development in this area and makes use of all criteria	Demonstrates very good skill development in this area and makes use of most criteria	Demonstrates average skill development in this area and makes use of some criteria	Demonstrates below average skill development in this area and makes use of minimal criteria
<p>PSLO1b: Public Speaking – Delivery & Style</p> <p>Effective use of eye contact, voice modulation, posture, hand gestures, and pacing; enthusiastic and engaged affect; incorporation of visuals that complement and enhance oral communication</p>	Demonstrates excellent skill development in this area and makes use of all criteria	Demonstrates very good skill development in this area and makes use of most criteria	Demonstrates average skill development in this area and makes use of some criteria	Demonstrates below average skill development in this area and makes use of minimal criteria
<p>PSLO2a: Writing – Content & Organization</p> <p>Clear articulation of topic and/or thesis, logical presentation and development of ideas, effective incorporation and analysis of relevant evidence/examples, convincing argument(s)</p>	Demonstrates excellent skill development in this area and makes use of all criteria	Demonstrates very good skill development in this area and makes use of most criteria	Demonstrates average skill development in this area and makes use of some criteria	Demonstrates below average skill development in this area and makes use of minimal criteria
<p>PSLO2b: Writing – Language & Style</p> <p>Appropriate use of terms, creative word choice, accessible and legible language for intended audience, effective structure of sentences and paragraphs, correct implementation of APA style</p>	Demonstrates excellent skill development in this area and makes use of all criteria	Demonstrates very good skill development in this area and makes use of most criteria	Demonstrates average skill development in this area and makes use of some criteria	Demonstrates below average skill development in this area and makes use of minimal criteria

Criteria	Advanced (4)	Proficient (3)	Developing (2)	Beginning (1)
<p>PSLO3a: Theory – Knowledge</p> <p>Demonstrated understanding, consistent identification, and thorough knowledge of various communication theories related to the sports communication track</p>	<p>Demonstrates excellent skill development 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>PSLO3b: Theory – Application</p> <p>Demonstrated ability to synthesize background information about sports organizations, analyze current trends in the sports industry, and propose key takeaways informing strategy and tactics</p>	<p>Demonstrates excellent skill development 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>