# ePortfolio Rubric – Professional Communication

| Criteria | Advanced (4) | Proficient (3) | Developing (2) | Beginning (1) |
|---|---|---|---|---|
| **PSLO1a: Public Speaking—** *Organization and Structure/Content Development*<br><br>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. | Presentation 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 |
| **PSLO1b: Public Speaking—** *Delivery and Style*<br><br>Audience engagement/enthusiasm with consistent eye contact/gestures. Movement/posture appropriate with effective use of visuals to enhance presentation.<br><br>Language and vocalics (rate, tone, volume) accessible without overuse of fillers (pauses, stumbles). | Presentation 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 |

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|---|---|---|---|---|
| **PSLO2a:** *Writing-- Organization and Structure/Content and Development/Report Formatting*<br><br>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. | 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 |
| **PSLO2b: Writing**—*Voice and Mechanics*<br><br>Style and word choice/proficient and creative use of terms and vocabulary, evidence of collegiate-level writing/scholarly work, readability.<br><br>Mechanics and sentence structure, punctuation/grammar/spelling, and proofing. | 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 |
| **PSLO3a: Theory**—*Research/Citations/References/Sources*<br><br>Sources, citations, and references accurately documented in APA format. Research cited appropriately throughout to offer support. | 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 |

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|---|---|---|---|---|
| **PSLO3b: Theory—*Knowledge and Application/Quality of Information***<br><br>Demonstrates knowledge and application of appropriate theories. Clear incorporation of theory/research into explanation of project report goals/objectives, lessons/learning outcome, and assessment data. | 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 |
| **PSLO4: *Knowledge of communication research methodologies***<br><br>Demonstrates knowledge and application of research methods (quantitative and/or qualitative, as utilized in their specific capstone projects). | 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 |

SLO 1: Students will demonstrate competence in oral communication

SLO 2: Students will demonstrate competence in writing skills

SLO 3: Students will demonstrate knowledge and application of various communication theories as related to Strategic Communication theory

SLO 4: Students will demonstrate knowledge of quantitative and/or qualitative communication research methodologies and associated analysis tools as required for individual projects

<u>Artifacts</u>

PSLO 2: In-class video-taped presentation (COMM 4240, COMM 4800, or COMM 4950)

PSLO 1, 3, and 4: Capstone written report and supplementary materials (COMM 4240, COMM 4800, or COMM 4950: see relevant assignment descriptions)

For PSLO 1 only: *Formative* assessment (Identity Statement from COMM 1050)