EFFECTIVE COMMUNICATION RUBRIC

The ability to exchange information and ideas in oral, written, and visual form in ways that allow for informed (content) and persuasive (organization, technique, format) discourse that builds trust (audience and situationally appropriate) and respect among those engaged in that exchange, and helps create environments where creative ideas and problem-solving flourish.

Criterion	Description	Not Demonstrated (0)	Developing (1)	Satisfactory (2)	Exemplary (3)
EC1: Substance	Substance/content of communication	• Substance/content of message is not relevant and compelling. • Subject matter is not addressed.	• Substance/content of the message is somewhat relevant and compelling. • Subject matter is superficially or inadequately addressed.	• Substance/content of the message is mostly relevant and compelling. • Subject matter is adequately addressed.	• Substance/content of the message is mostly relevant and compelling. • Subject matter is comprehensively addressed.
EC2: Delivery	Formal qualities/elements of communication (e.g., grammar/mechanics, technique, format) and their capacity to persuade	• Meaning is not communicated with clarity and fluency. • Communication includes multiple errors. • Communication is not persuasive.	• Meaning is communicated with clarity and fluency across some of the work. • Communication may include some errors. • Communication is somewhat persuasive.	• Meaning is communicated with clarity and fluency across most of the work. • Communication has few errors. • Communication is mostly persuasive.	• Meaning is communicated with clarity and fluency throughout the work. • Communication is virtually error-free. • Communication is very persuasive.
EC3: Adaptation to Audience and Community Building	Development and respectful transmission of community norms and goals	• Does not use appropriate tone, language, or other related qualities when communicating with others. • Is not attentive, does not ask questions, provides no appropriate constructive criticism regarding the communication of others.	• Sometimes uses appropriate tone, language, etc... when communicating with others. • Is sometimes attentive, asks questions, provides constructive criticism when appropriate, etc... when others are communicating.	• Mostly uses appropriate tone, language, etc... when communicating with others. • Is mostly attentive, asks questions, provides constructive criticism when appropriate, etc... when others are communicating.	• Consistently uses appropriate tone, language, etc... when communicating with others. • Is consistently attentive, asks questions, provides constructive criticism when appropriate, etc... when others are communicating.