Pueblo Community College

EFFECTIVE COMMUNICATION RUBRIC

Competency in communication is a student's ability to express ideas and information across a variety of genres and styles, both spoken and written.

Scores should be assigned for all applicable skills dimensions outlined below. If the parameters of the assignment used to measure this student learning outcome do not offer the opportunity to demonstrate a given performance criterion, a score of N/A should be recorded.

ISLO 2	4 Exemplary	3 Accomplished	2 Developing	1 Beginning
2a: Control Mechanics Organize and express ideas clearly in both written and oral communication	Uses language that skillfully communicates meaning to audience with clarity and fluency and is virtually error-free.	Uses language that consistently communicates meaning to audience and has few minor errors.	Uses language that generally communicates meaning to audience with clarity, although it may include multiple minor errors or a major error that impacts clarity.	Uses language that sometimes impedes meaning because of multiple major errors in usage.
2b: Develop Content Convey ideas purposefully (persuasive, informative, etc.) and with a clear focus	Uses appropriate, relevant, and compelling content given the subject and context to consistently develop and explore ideas while conveying a clear purpose that shapes the entire work.	Uses appropriate and relevant content given the subject and context to develop and explore ideas with a clear purpose that shapes most of the work.	Uses appropriate or relevant content given the subject and context to develop and explore ideas with a somewhat unclear purpose that shapes some of the work.	Uses minimal appropriate or relevant content given the subject and context to develop and explore ideas without any clear purpose to shape the work.
2c: Apply Disciplinary Conventions Employ conventions of communication in accordance with disciplinary and/or professional expectations	Demonstrates detailed and consistent attention to along with successful execution of a wide range of conventions particular to a specific situation and/or assigned task(s) including organization, content, presentation, formatting, and stylistic choices.	Demonstrates consistent use of several important conventions particular to a specific situation and/or assigned task(s), such as organization, content, presentation, formatting, and stylistic choices.	Demonstrates inconsistent use of important conventions particular to a specific situation and/or assigned task(s), such as organization, content, presentation, formatting, and stylistic choices.	Demonstrates minimal use of important conventions particular to a specific situation and/or assigned task(s), such as organization, content, presentation, formatting, and stylistic choices.
2d: Employ Rhetorical Knowledge Select and apply compelling and appropriate communication strategies that attend to the values, knowledge, interests, and needs of the audience	Focuses all elements of the work with communication strategies that thoroughly acknowledge the context, audience expectations, purpose, and assigned task(s).	Focuses elements of the work with communication strategies that adequately acknowledge the context, audience expectations, purpose, and assign task(s)	Focuses some elements of the work with communication strategies that inconsistently acknowledge the context, audience expectations, purpose, and assigned task(s) (e.g., begins to show awareness of audience's perceptions and assumptions).	Elements of the work lack focus due to limited communication strategies that ineffectively acknowledge context, audience expectations, purpose, and the assigned task(s).

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