

Purpose

The Informative Speech assessment is used to assess the university's General Education (GE) Learning Outcome 1.A: "demonstrate effective oral communication skills, both as individuals and in groups."

Informative Speech Rubric

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	Inadequate (1 pt)	Novice (2 pts)	Good (3 pts)	Excellent (4 pts)
General Purpose Persuade or Inform (1, 6%) CA-PLNU-ILO.1.c	No demonstration of general purpose.	Weak demonstration of general purpose. Confused focus.	Some demonstration of general purpose, but not entirely clear.	Speech reflects strong general purpose.
Significance of the Topic (1, 6%) CA-PLNU-ILO.1.c	Significance is minimal or not stated.	Significance is weak/and or brought in at the end.	Brings in significance reasonably early.	Show significance of topic early enough to engage audience.
Audience Adaptation (1, 6%) CA-PLNU-ILO.1.c	No rapport with audience and inability to respond to audience feedback.	Weak rapport with audience and adaptation to audience response.	Some ability to adapt to audience knowledge and response.	Tailors presentation to audience knowledge and interests.
Introduction (1, 6%) CA-PLNU-ILO.1.c	No attention getting technique is used at all	A minimal attempt is made at getting attention with no delivery	Introduction attempts to get attention, but lacks delivery or length	Introduction is attention getting in content and delivery
Clear Thesis Statement / Preview (1, 6%) CA-PLNU-ILO.1.c	No clear or identifiable thesis. No preview of points.	Thesis statement is vague and hard to identify with no discernible preview.	Thesis statement is generally clear with some vagueness. Some points previewed.	Thesis statement is very clear and easy to identify. Previews key ideas of speech.
Organization (1, 6%) CA-PLNU-ILO.1.c	Main points are not identifiable and follow no organizational pattern.	Main points are vague with little pattern and are not balanced appropriately.	Main points are generally clear and balanced. May follow a logical pattern.	Main points are clearly developed from the thesis, well balanced, & follow a logical pattern.
Supporting Material /	Information is inaccurate	Weak support with missing	Adequate support with	Sufficient, engaging

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Sources (1, 6%) CA-PLNU-ILO.1.c	and missing source citations.	or inappropriate information.	some information not cited.	support with appropriate source citation.
Signposts and Transitions (1, 6%) CA-PLNU-ILO.1.c	Sign posts and transitions not utilized. No flow to the speech.	Little use of sign posts and transitions. Flow of speech is difficult to follow.	Some use of sign posts and transitions. Flow of speech is choppy.	Uses both signposts and connecting transitions between ideas.
Conclusion (1, 6%) CA-PLNU-ILO.1.c	No review of points and ends abruptly without impact.	Vague and unclear review of points and ends with little impact.	Some review of the speech and closes with some impact.	Summarizes main points and leaves audience with impact.
Vocal Delivery Elements (1, 6%) CA-PLNU-ILO.1.c	Frequent pauses and fillers. No evidence of vocal variety. No adaptation in volume or rate.	Several vocalized pauses and fillers. Minimal vocal variety or change in tone. Volume and rate not well adapted to audience.	A few vocalized fillers and pauses. Some variation in tone. Volume and rate moderately adapted to audience.	Speech is free of fillers and pauses. Tone varies utilizing vocal variety. Rate and volume are adapted to audience.
Nonverbal Delivery Elements (1, 6%) CA-PLNU-ILO.1.c	Distracting movements in speech. Little to no eye contact. Little to no poise; flustered and unprepared.	Lots of extra movement and fidgeting not complementary to the speech. Little eye contact and poise.	Some fidgeting & movement not complementary to the speech. Moderate eye contact was made with moderate poise.	Gestures and movement are purposeful and natural. Eye contact is steady and comfortable. Overall poised.
Visual Aids (1, 6%) CA-PLNU-ILO.1.c	Visual aids were not used correctly or follow correct procedure. Visual aids were not used at all.	Visual aids rarely met presentation guidelines and relation to speech.	Visual aids mostly followed presentation guidelines and were somewhat related to the speech.	Visual Aids follow presentation guidelines (6x6 rule) and have a specific purpose in the speech.
Professionalism and Dress (1, 6%) CA-PLNU-ILO.1.c	Dress did not meet professional apparel standards.	Dress was too casual and did not appear put together or messy.	Dress attempted to meet professional standards, but too casual.	Professional dress and attire were worn. Poise, appropriate, and proficient.
Outline &	No outline produced; or	An inappropriate or different	The appropriate outline was	The appropriate outline

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Bibliography (1, 6%) CA-PLNU-ILO.1.c	completely alternative method used.	style was utilized with missing parts and citations.	used with some missing parts and citations.	was followed and bibliography cited correctly.
Time / Length (1, 6%) CA-PLNU-ILO.1.c	Speech did not adhere to time limits at all.	Speech was much too long or short for time frame.	Speech was close to being in the time frame.	Speech fit within the appropriate time limits.