

Criteria	Excellent	Good	Novice	Inadequate	N/A
General Purpose Persuade or Inform	Speech reflects strong general purpose	Some demonstration of general purpose, but not entirely clear	Weak demonstration of general purpose. Confused focus	No demonstration of general purpose.	
Significance of the Topic	Show significance of topic early enough to engage audience	Brings in significance reasonably early	Significance is weak/and or brought in at the end	Significance is minimal or not stated	
Audience Adaptation	Tailors presentation to audience knowledge and interests.	Some ability to adapt to audience knowledge and response.	Weak rapport with audience and adaption to audience response.	No rapport with audience and inability to respond to audience feedback.	
Introduction	Introduction is attention getting in content and delivery	Introduction attempts to get attention, but lacks delivery or length	A minimal attempt is made at getting attention with no delivery	No attention getting technique is used at all	
Clear Thesis Statement/Preview	Thesis statement is very clear and easy to identify. Previews key ideas of speech	Thesis statement is generally clear with some vagueness. Some points previewed	Thesis statement is vague and hard to identify with no discernable preview	No clear or identifiable thesis. No preview of points.	

Organization	Main points are clearly developed from the thesis, well balanced, and follow a logical pattern	Main points are generally clear and balanced. May follow a logical pattern	Main points are vague with little pattern and are not balanced appropriately	Main points are not identifiable and follow no organizational pattern	
Supporting Material/Sources	Sufficient, engaging support with appropriate source citation	Adequate support with some information not cited	Weak support with missing or inappropriate information	Information in inaccurate and missing source citations	
Signposts and Transitions	Uses both signposts and connecting transitions between ideas	Some use of sign posts and transitions Flow of speech is choppy	Little use of sign posts and transitions. Flow of speech is difficult to follow	Sign posts and transitions not utilized. No flow to the speech	
Conclusion	Summarizes main points and leaves audience with impact	Some review of the speech and closes with some impact	Vague and unclear review of points and ends with little impact	No review of points and ends abruptly without impact	
Vocal Delivery Elements	Speech is free of fillers and pauses. Tone varies utilizing vocal variety. Rate and volume are adapted to audience	A few vocalized fillers and pauses. Some variation in tone. Volume and rate moderately adapted to audience	Several vocalized pauses and fillers. Minimal vocal variety or change in tone. Volume and rate not well adapted to audience.	Frequent pauses and fillers. No evidence of vocal variety. No adaptation in volume or rate.	
Nonverbal Delivery Elements	Gestures and movement are purposeful and natural. Eye contact is steady and comfortable. Overall poised.	Some fidgeting and movement not complementary to the speech. Moderate eye contact was made with moderate poise.	Lots of extra movement and fidgeting not complementary to the speech. Little eye contact and poise.	Distracting movements in speech. Little to no eye contact. Little to no poise; flustered and unprepared.	

Visual Aids	Visual Aids follow presentation guidelines (6x6 rule) and have a specific purpose in the speech.	Visual aids mostly followed presentation guidelines and were somewhat related to the speech.	Visual aids rarely met presentation guidelines and relation to speech.	Visual aids were not used correctly or follow correct procedure. Visual aids were not used at all.	
Professionalism and Dress	Professional dress and attire were worn. Poise, appropriate, and proficient	Dress attempted to meet professional standards, but too casual.	Dress was too casual and did not appear put together or messy.	Dress did not meet professional apparel standards.	
Outline	The appropriate outline was followed and bibliography cited correctly.	The appropriate outline was used with some missing parts and citations.	An inappropriate or different style was utilized with missing parts and citations.	No outline produced; or completely alternative method used.	
Time/Length	Speech fit within the appropriate time limits.	Speech was close to being in the time frame.	Speech was much too long or short for time frame.	Speech did not adhere to time limits at all.	

