## Applied Oral Communication (AOC) Rubric

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| **AOC Outcome 1** |  | **0-Ineffective** | **1-Adequate** | **2-Effective** | **3-Outstanding** |
| *Students demonstrate the ability to communicate clearly and effectively within a disciplinary area or profession.* | *Deliver message that meets the profession’s engagement norms and rules* | *Message lacks the clarity and organization necessary for delivery in a professional setting.* | *Message would need major organizational and clarity edits before being delivered in a professional setting.* | *Message would need minor organizational and clarity edits before being delivered in a professional setting.* | *Message is effective for delivery without editing in a professional setting.* |
| **AOC Outcome 2** |  | **0-Ineffective** | **1-Adequate** | **2-Effective** | **3-Outstanding** |
| *Students demonstrate the ability to locate and use relevant, credible evidence to support ideas in accordance with disciplinary or professional standards.* | *Develop message content in accordance with disciplinary or professional standards* | *Message uses inappropriate sources for the purpose and disciplinary standards* | *Message uses some appropriate sources for the purpose and disciplinary standards* | *Message uses appropriate sources and attempts to create evidence- based content appropriate for the purpose and disciplinary standards* | *Message uses evidence- based content and sources appropriate for the purpose and disciplinary standards.* |
| **AOC Outcome 3** |  | **0-Ineffective** | **1-Adequate** | **2-Effective** | **3-Outstanding** |
| *Students demonstrate the ability to effectively analyze potential audiences to shape message, organization, language choices, and delivery techniques in accord with disciplinary or professional purpose.* | *Develop a message that considers the specific audience* | *Message is inappropriate for the specific audience* | *Message considers the specific audience with limited success* | *Message attempts to target the specific audience with some success* | *Message is appropriate for the specific audience Message incorporates strategies that target the specific audience.* |
| **AOC Outcome 4** |  | **0-Ineffective** | **1-Adequate** | **2-Effective** | **3-Outstanding** |
| *Students engage in communication consistent with the ethical responsibilities of communicators within their respective disciplinary or professional contexts.* | *Deliver a message that meets the profession’s ethical norms/rules* | *Message is inappropriate for delivery in a professional setting without starting over.* | *Message would need major edits before being delivered in a professional setting.* | *Message would need minor edits before being delivered in a professional setting.* | *Message is appropriate for delivery without editing in a professional setting.* |
| **AOC Outcome 5** |  | **0-Ineffective** | **1-Adequate** | **2-Effective** | **3-Outstanding** |
| *Students model respect for diversity and cross-cultural verbal and nonverbal communication practices when interacting with targeted audiences.* | *Construct a culturally sensitive message* | *Message reflects cultural insensitivity and would not be appropriate for a professional setting* | *Care has been taken to consider different perspectives and major revision would minimize offensiveness.* | *Message attempts to incorporate strategies that minimize potential offensiveness. Minor revision would increase cultural sensitivity.* | *Message incorporates strategies that minimize potential offensiveness and maximize cultural sensitivity.* |