

# Rider University PMBA 8000 Executive Communication Proficiency Rubric



	Unacceptable	Acceptable	Target	Score/Level
Introduction: Four parts of introduction clearly and confidently executed-attention, development of need, establishment of credibility and preview points of presentation	The introduction is weak; it does not clearly and confidently incorporate the four parts of an introduction.	The introduction is satisfactory; it incorporates two of the four parts of the introduction. Confidence needs additional development.	The introduction is well executed; it clearly incorporates the four parts of the introduction and it is presented in a confident manner.	
Specific purpose: Presentation has a precise goal; the outcome is audience-centered, phrased articulately and reasonable within the time constraints.	The specific purpose is not precise, audience-centered or articulated clearly.	The specific purpose is clearly articulated but not necessarily audience-centered or reasonably attained given the time constraints.	The specific purpose is clearly articulated, audience-centered and reasonable given the time constraints.	
Central Idea: The presentation's central idea is evident, audience-centered and attainable in the time allotted for this speech.	The central idea is not evident nor is it audience-centered. It is not attainable in the time allotted for the presentation.	The central idea is evident but it may not be appropriate for the audience or the speaker does not make a connection to the audience. The central idea is attainable but not truly relevant for this audience.	The central idea is powerful, audience-centered and clearly attainable in the time period allotted. The speaker makes specific connections to the speech's topic to the audience.	
Logical progression of ideas: The topic progresses in an organized way with clearly noted main points formatted to attain the specific purpose of the speech and well organized connectives between main points. A full sentence outline incorporates the main ideas, connectives, introduction and conclusion.	The main ideas seem scattered and do not logically progress to develop the specific purpose. There is no evidence of connectives between the points. The outline is not properly prepared.	The main points are there but they do not logically progress to develop the specific purpose nor do connectives adequately drive one idea to the next. The outline is satisfactory but needs additional work and is missing ingredients.	The main points flow seamlessly with connectives fluidly driving each point to the next. The main points are formatted to attain the specific purpose. The outline is professionally formatted with all of the necessary ingredients and preparation.	

Supporting materials: Ideas and subtopics are clearly and appropriately supported with research and documentation; the documentation is cited correctly within the presentation, the outline and bibliography in MLA format	The supporting materials are weak and do not clearly support the topic. Bibliography is incomplete and citations are not clearly evident in the presentation or the outline.	The supporting materials are evident within the speech in both written and spoken terms but the documentation is incomplete or inappropriate in areas. More effort and polish is needed; stronger credibility is necessary.	The supporting materials are credible, reliable and accurate. They clearly support the main ideas and the overall topic, they are expertly embedded within the presentation, outline and bibliography in MLA format.	
Vocal Delivery: Presenter eloquently verbalizes the presentation with careful attention to appropriate projection, rate and power pauses, pitch, grammar, articulation, and pronunciation	The vocal expressiveness of the presentation is poor and inadequate. Several errors are noted.	The vocal expressiveness of the presentation is adequate; more attention is needed on voice and articulation.	The vocal expressiveness of the presentation is supreme. The vocal qualities of the presenter are exemplary and professional.	
Visual Delivery: Presenter professionally and confidently carries him/herself throughout the presentation; dress is professional, posture and poise is appropriate, gestures are expressive and meaningful and eye contact evident. H/she incorporates appropriate and distinguished visuals and presents them expertly to enhance the overall topic and understanding for the audience	The visual expressiveness of the presentation is poor and inadequate. Presenter does not carry him/herself confidently and the visual aids do not enhance the understanding of the presentation and presenter needs more work in handling these visuals.	The visual expressiveness is average. Care is taken to carry him/herself confidently but two or more of the visual attributes need additional refinement. Visual aids used enhance the presentation but more preparation in delivery is needed.	The visual expressiveness is superb. The presenter carries him/herself confidently and the visual attributes are excellently executed. The visual aids used enhance the presentation and the presenter expertly uses them to increase audience understanding of the topic.	
Conclusion: The conclusion includes two essential parts- review of the main points and creative closing that reinforces the central idea of the speech.	The conclusion is not fully developed. It does not review the main points or creatively reinforce the central idea.	The conclusion is adequately developed but it does not smoothly review the main points nor creatively reinforces the central idea.	The conclusion is professionally prepared and confidently delivered. It smoothly reviews the main points and creatively reinforces the central idea.	
Overall impact of the presentation on the audience	Based on the response and interaction of the presenter with the audience, the	Based on the response and interaction of the presenter with the audience, the	Based on the response and interaction of the presenter with the audience, the	

	presentation does not appear to impact or engage the audience adequately.	presentation mildly or somewhat impacts and engages the audience.	presentation clearly impacts the audience and engages them throughout.	
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