

## PRESENTATION SKILLS RUBRIC

LEVELS OF PROFICIENCY	MESSAGE EFFECTIVENESS	STRUCTURE	VOCAL SKILLS	NONVERBAL SKILLS
<p>The extent to which the presenter demonstrates the skills listed in each category.</p>	<ul style="list-style-type: none"> <li>--Prepared content based on audience demographics and roles</li> <li>--Ensured content is suitable for diverse audiences</li> <li>--Engaged the audience via tactics that encourage participation or that enhance the recall of main ideas</li> <li>--Included essential information the audience would need to take action</li> <li>--Addressed likely areas of resistance from decision-makers and other stakeholders</li> <li>--Closed with a call to action and respectfully thanks the audience</li> </ul>	<ul style="list-style-type: none"> <li>--Introduced self and topic; welcomes the audience, builds interest</li> <li>--Previewed the content via an agenda</li> <li>--Maintained a logical sequence and categorization of information</li> <li>--Connected content blocks via specific verbal transitions</li> <li>--Reiterated main ideas or benefits in a summary</li> <li>--Included a question and answer session (if time allows)</li> <li>--Stayed within the allotted timeframe</li> </ul>	<ul style="list-style-type: none"> <li>--Projected voice to the back of the room</li> <li>--Enunciated words clearly</li> <li>--Maintained a moderate rate of speech so that the audience can process the information</li> <li>--Avoided excessive use of filler words (e.g. uhm, uh, ahh, like, so, etc.)</li> <li>--Used professional language</li> <li>--Demonstrated verbal tactics (e.g. verbal flags, intentional pauses, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>--Maintained visual contact with other people's eyes</li> <li>--Scanned the room to include audience members who may have questions or comments, and to build rapport</li> <li>--Used gestures and facial expressions that match the verbal statements</li> <li>--Maintained a straight posture and planted feet when standing still</li> <li>--Utilized the stage to engage the audience</li> <li>--Wore professional attire</li> </ul>
<p><b>4</b> Advanced; Professional and effective</p>	<p>Demonstrated advanced use of all elements related to message effectiveness.</p>	<p>Demonstrated advanced use of all elements related to structure.</p>	<p>Demonstrated advanced use of all elements related to verbal skills.</p>	<p>Demonstrated advanced use of all elements related to nonverbal skills.</p>
<p><b>3</b> Acceptable; Minor modifications are recommended</p>	<p>Demonstrated acceptable content; however, content could be more engaging or more targeted to the audience.</p>	<p>Demonstrated an acceptable structure; however, the structure could improve via a more complete introduction, verbal transitions, or a strategic close.</p>	<p>Demonstrated acceptable verbal skills; however, voice volume, clarity, word choice, and/or appropriate vocal expressions could improve.</p>	<p>Demonstrated acceptable nonverbal skills; however, body language, eye contact, or professionalism could improve.</p>
<p><b>2</b> Limited; Substantial modifications are needed</p>	<p>Demonstrated limited content. Modifications are needed to ensure content reflects critical thinking and is suitable for the audience.</p>	<p>Demonstrated limited control of the structure. Modifications are needed to ensure a complete introduction, logical sequence, verbal transitions, and/or a strategic close.</p>	<p>Demonstrated limited control of verbal skills. Voice volume, clarity, word choice, and/or vocal expressions need improvement.</p>	<p>Demonstrated limited control of body language, eye contact, or professionalism. Direct eye contact or appropriate posture, gestures, or facial expressions are needed.</p>
<p><b>1</b> Unsatisfactory; Does not meet course requirements</p>	<p>Does not meet the minimum course standards for message effectiveness.</p>	<p>Does not meet the minimum course standards for structure.</p>	<p>Does not meet the minimum course standards for verbal skills.</p>	<p>Does not meet the minimal course standards for nonverbal skills.</p>
<p>Score</p>				