



EFFECTIVE COMMUNICATOR RUBRIC

Definition: Effective Communicator Graduates engage in meaningful discourse in order to persuade audiences and to foster understanding and respect. They communicate fluently in multiple media.

Evaluators are encouraged to assign a zero to any work sample or collection of work that does not include evidence of the criterion.

	Accomplished 4	Proficient	Developing
Content Development	States clear and unambiguous central idea or meaning to illustrate mastery of the subject	States clear central idea or meaning to illustrate mastery of the subject consistently attention to context, audience, and purpose and a clear focus on the assigned task(s) (e.g., the task aligns with audience, purpose and context).	Demonstrates basic attention to context, audience, purpose, and to the assigned task(s) (e.g., begins to show awareness of audience's perceptions and assumptions). Demonstrates minimal attention to context, audience, purpose, and to the assigned task(s) (e.g., expectation of instructor or self as audience).