

# SEEDS Student Learning Outcome/Rubric

## *Interactive Communication*

### *Student Learning Outcome:*

- *Students will deliver presentations and participate in discussions that clearly convey ideas, engage audiences, and effectively respond to feedback in both face-to-face and online settings.*

<b>Criterion</b>	<b>Exemplary/Excellent</b>	<b>Proficient/Good</b>	<b>Basic/Satisfactory</b>	<b>Below Basic/Needs Improvement</b>
<b><i>Listening</i></b>	Demonstrates engaged listening by being able to summarize the speaker's main points and supporting evidence, provides feedback that demonstrates critical thinking and inquiry	Provides a summary of the speaker's main points but missing substantive reference to supporting evidence and provides feedback that attempted critical thinking and inquiry	Provides a summary of the speaker's main points but makes no reference to supporting evidence and feedback does not reflect critical thinking and inquiry	Provides only a superficial summary of the speaker's main points. Fails to reference any supporting evidence and provides no feedback

<b>Audience</b>	Uses appropriate language, media, and communication strategies to reach a specific audience.	Uses the appropriate media and language but fails to use the appropriate strategy to reach it.	Uses the appropriate media to reach an audience but fails to use the appropriate language and strategies to reach it.	Identifies the needs of a specific audience but does not use the appropriate language strategies and media to reach that audience.
<b>Communication Strategies</b>	Central message is precisely stated, well-organized, and strongly supported.	Central message is clear and consistent with the supporting material.	Central message is basically understandable, but it is not consistent with the supporting materials	Central message is not explicitly stated in the presentation
<b>Credibility</b>	Uses logical reasoning and a variety of types of supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) makes appropriate reference to information or analysis that significantly supports the presentation or establishes the presenter's credibility/authority on the topic.	Uses both sufficient and necessary supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities). Makes appropriate reference to information or analysis that generally supports the presentation or establishes the presenter's credibility/ authority on the topic.	Uses either sufficient or necessary supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) makes appropriate reference to information or analysis that partially supports the presentation or establishes the presenter's credibility/ authority on the topic.	There is no clear argument. Supporting materials (explanations, examples, illustrations, statistics, analogies, quotations from relevant authorities) are insufficient and only marginally relevant; and minimally support the presentation or establish the presenter's credibility/ authority on the topic.

<b>Tools</b>	Delivery technique enhances the credibility and reach of the message.	Delivery techniques make the message interesting, but do not improve its reach or credibility	Delivery techniques make the message understandable.	Delivery techniques detract from the understandability of the message.
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