

## EFFECTIVE COMMUNICATION RUBRIC

Competency in communication is a student's ability to express ideas and information across a variety of genres and styles, both spoken and written.

*Scores should be assigned for all applicable skills dimensions outlined below. If the parameters of the assignment used to measure this student learning outcome do not offer the opportunity to demonstrate a given performance criterion, a score of N/A should be recorded.*

ISLO 2	4 Exemplary	3 Accomplished	2 Developing	1 Beginning
<b>2a: Control Mechanics</b> Organize and express ideas clearly in both written and oral communication	Uses language that skillfully communicates meaning to audience with clarity and fluency, and is virtually error free.	Uses language that consistently communicates meaning to audience and has few minor errors.	Uses language that generally communicates meaning to audience with clarity, although it may include multiple minor errors or a major error that impacts clarity.	Uses language that sometimes impedes meaning because of multiple major errors in usage.
<b>2b: Develop Content</b> Convey ideas purposefully (persuasive, informative, etc.) and with a clear focus	Uses appropriate, relevant, and compelling content to illustrate mastery of the subject within the context; Develops and explores ideas while conveying the writer's understanding to shape the entire work.	Uses appropriate and relevant content to illustrate a strong grasp of the subject within the context; Develops and explores ideas to shape the entire work.	Uses appropriate or relevant content to illustrate a basic understanding of the subject within the context; Develops and explores ideas to shape most of work.	Uses appropriate or relevant content to illustrate a vague understanding of the subject within the context; Develops and explores ideas to shape a portion of the work.
<b>2c: Apply Genre &amp; Disciplinary Conventions</b> Employ conventions of communication in accordance with disciplinary and/or professional expectations	Demonstrates detailed and consistent attention to along with successful execution of a wide range of conventions particular to a specific situation and/or assigned task(s) including organization, content, presentation, formatting, and stylistic choices.	Demonstrates consistent use of important conventions particular to a specific situation and/or assigned task(s), including organization, content, presentation, and stylistic choices.	Demonstrates minimal use of important conventions particular to a specific situation and/or assigned task(s), including organization, content, presentation, and stylistic choices.	Demonstrates inconsistent use of important conventions particular to a specific situation and/or assigned task(s), including organization, content, presentation, and stylistic choices.
<b>2d: Employ Rhetorical Knowledge</b> Select and apply compelling and appropriate communication strategies that attend to the values, knowledge, interests, and needs of the audience	Demonstrates a thorough understanding of context, audience, and purpose that is responsive to the assigned task(s) and focuses all elements of the work.	Demonstrates adequate consideration of context, audience, and purpose and a clear focus on the assigned task(s) (e.g., the task aligns with audience, purpose, and context).	Demonstrates awareness of context, audience, purpose, and to the assigned tasks(s) (e.g., begins to show awareness of audience's perceptions and assumptions).	Demonstrates minimal attention to context, audience, purpose, and to the assigned tasks(s) (e.g., expectation of instructor or self as audience).

This rubric is designed specifically for assessing community college student learning and was adapted from the Colorado Commission on Higher Education (CCH) GT Pathways LEAP rubrics for Oral and Written Communication, which are aligned with the Association of American Colleges and Universities (AAC&U) [VALUE rubrics](#).

PCC's previous rubric for the Communication ISLO also included the following dimensions, which are now aligned with our newly revised ISLOs as follows:

<i>Execute Delivery</i>	<i>ISLO5: Professionalism—b) Interpersonal Skills: i) Exhibit appropriate conduct and behavior in accordance with disciplinary and/or professional expectations</i>
<i>Use Sources &amp; Evidence</i>	<i>ISLO1: Critical Thinking—c) Defend logical conclusions supported by evidence ISLO4: Textual Literacy—c) Evaluate and d) select/apply suitable information.</i>