

Applied Oral Communication (AOC) Rubric

AOC Outcome 1*	1-Ineffective	2-Adequate	3-Effective	4-Outstanding
<i>Students demonstrate the ability to communicate clearly and effectively within a disciplinary area or profession.</i>	<i>Message lacks the clarity and organization necessary for delivery in a professional setting.</i>	<i>Message would need major organizational and clarity edits before being delivered in a professional setting.</i>	<i>Message would need minor organizational and clarity edits before being delivered in a professional setting.</i>	<i>Message is effective for delivery without editing in a professional setting.</i>
AOC Outcome 2*	1-Ineffective	2-Adequate	3-Effective	4-Outstanding
<i>Students demonstrate the ability to locate and use relevant, credible evidence to support ideas in accordance with disciplinary or professional standards.</i>	<i>Message uses inappropriate sources for the purpose and disciplinary standards</i>	<i>Message uses some appropriate sources for the purpose and disciplinary standards</i>	<i>Message uses appropriate sources and attempts to create evidence-based content appropriate for the purpose and disciplinary standards</i>	<i>Message uses evidence-based content and sources appropriate for the purpose and disciplinary standards.</i>
AOC Outcome 3*	1-Ineffective	2-Adequate	3-Effective	4-Outstanding
<i>Students demonstrate the ability to effectively analyze potential audiences to shape message, organization, language choices, and delivery techniques in accord with disciplinary or professional purpose.</i>	<i>Message is inappropriate for the specific audience</i>	<i>Message considers the specific audience with limited success</i>	<i>Message attempts to target the specific audience with some success</i>	<i>Message is appropriate for the specific audience Message incorporates strategies that target the specific audience.</i>

AOC Outcome 4*	1-Ineffective	2-Adequate	3-Effective	4-Outstanding
<i>Students engage in communication consistent with the ethical responsibilities of communicators within their respective disciplinary or professional contexts.</i>	<i>Message is inappropriate for delivery in a professional setting without starting over.</i>	<i>Message would need major edits before being delivered in a professional setting.</i>	<i>Message would need minor edits before being delivered in a professional setting.</i>	<i>Message is appropriate for delivery without editing in a professional setting.</i>
AOC Outcome 5*	1-Ineffective	2-Adequate	3-Effective	4-Outstanding
<i>Students model respect for diversity and cross-cultural verbal and nonverbal communication practices when interacting with targeted audiences.</i>	<i>Message reflects cultural insensitivity and would not be appropriate for a professional setting</i>	<i>Care has been taken to consider different perspectives and major revision would minimize offensiveness.</i>	<i>Message attempts to incorporate strategies that minimize potential offensiveness. Minor revision would increase cultural sensitivity.</i>	<i>Message incorporates strategies that minimize potential offensiveness and maximize cultural sensitivity.</i>

***Outcome Clarifications:**

1. *Deliver message that meets the profession's engagement norms and rules*
2. *Develop message content in accordance with disciplinary or professional standards*
3. *Develop a message that considers the specific audience*
4. *Deliver a message that meets the profession's ethical norms/rules*
5. *Construct a culturally sensitive message*