

Invasive Species Presentations: Rubric Building Exercise

Oral communication is considered a core aspect of **employability**, and involves informing, persuading, creating understanding, and/or building consensus.¹

*Oral communication is typically evaluated on **content** and **expression**. Content refers to the ideas presented, their development and their organization. Expression comprises both style and delivery, style referring to the use of language and linguistic devices and delivery to the use of voice and body in communicating the content. One final factor cuts across both content and expression: **audience adaptation**, which has to do with the appropriateness and effectiveness of the message for its intended audience. Appropriateness is generally thought of as the degree to which a message suits the immediate setting and circumstances as well as the listeners' demographics, beliefs, values, and existing knowledge of the topic.²*

Learning Objectives:

1. Speak publicly and demonstrate effective oral communication skills including:
 - a. clear organization
 - b. presentation style
 2. Evaluate and synthesize information from reputable sources and communicate that information.
 3. Create effective supporting presentation (PowerPoint) slides.
 4. Analyze and critique the oral communication of oneself and others.
 5. Collaborate with others to complete a shared task.
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As a Team:

1. Read over the learning objectives. Categorize 1-4 as either related to: “content”, “expression”, or “audience adaptation”.
2. For learning objectives 1-3, fill in the following sentence: If a student is demonstrating learning objective ____, then their presentation will include or show _____.
3. For learning objectives 4-5, how would you evaluate if a student is doing these things?

As an Individual:

4. Rank the learning objectives in terms of their importance and value to you as each relates to your future life/career aspirations. Then compare with your teammates.

Sources:

¹http://www.uwyo.edu/esm/undergraduate-programs/student_learning_outcomes/oral_communication.html

²<https://www.hamilton.edu/academics/centers/oralcommunication/faculty-resources/teaching-oral-communication-across-the-curriculum>