



Communication Competency Outcome: Laredo College students develop and express ideas through effective written/oral/visual communication OR various academic and professional contexts.

Assessor may score student sample a 0 if performance on any criteria is unacceptable /invalid.

Specific Outcomes	Exceeds Expectations (4)	Meets Expectations (3)	Partially Meets Expectations (2)	Does Not Meet Expectations (1)
Content and Purpose - The student uses relevant content that conveys understanding	<ul style="list-style-type: none"> Content is well developed, effectively supported and appropriate for the audience and purpose of the assignment. Effective thinking is clearly and creatively expressed. 	<ul style="list-style-type: none"> Content is adequately expressed, appropriate, and relevant for the audience requirements and the purpose of the assignment. 	<ul style="list-style-type: none"> Content is poorly developed for the purpose or inappropriate for the audience. Content occasionally reflects understanding. 	<ul style="list-style-type: none"> Content is poorly developed for the purpose and inappropriate for the audience. Supporting details are absent or vague. Content is unoriginal or reflects lack of understanding of topic and audience.
Organization - The student uses conventions of standard Academic English for organizing content and presenting content.	<ul style="list-style-type: none"> Clearly and consistently uses important conventions particular to a specific discipline including organization, presentation, and stylistic choices. Clearly organized around a central theme. Organization is clearly observable and the student demonstrates a well-planned framework. 	<ul style="list-style-type: none"> Generally follows expectations appropriate to the discipline for basic organization and presentation. The student demonstrates some grasp of organization, with a discernible theme and supporting details. 	<ul style="list-style-type: none"> The student intermittently follows expectations appropriate to the discipline for basic organization and presentation. The student does not consistently demonstrate grasp of organization. No discernible theme is evident nor and supporting details are not provided. 	<ul style="list-style-type: none"> The student does not follow expectations appropriate to the discipline for basic organization and presentation. Writing is rambling and unfocused, with ideas presented in a disorganized, unrelated way.
Tools - The student uses communication tools appropriately and skillfully for academic (professional) contexts	<p>Written:</p> <ul style="list-style-type: none"> Uses language that skillfully communicates meaning to readers with clarity, fluency, and is virtually error-free. Uses a wide variety of sentence structures. Excellent word usage, spelling, grammar and punctuation. 	<p>Written:</p> <ul style="list-style-type: none"> Uses language that generally conveys meaning to readers with clarity, although writing may contain some errors. Some sentence variety; adequate word choices, grammar, and punctuation. 	<p>Written:</p> <ul style="list-style-type: none"> Uses language that intermittently lacks meaning to readers due to errors. Some sentence variety; usage of word choices, grammar, and punctuation is questionable. 	<p>Written:</p> <ul style="list-style-type: none"> Uses language that impedes meaning because of errors. Writing lacks sentence variety. Significant deficiencies in word choices, spelling, grammar, punctuation, or presentation.



Specific Outcomes	Exceeds Expectations (4)	Meets Expectations (3)	Partially Meets Expectations (2)	Does Not Meet Expectations (1)
	<p>Oral:</p> <ul style="list-style-type: none"> • Excellent eye contact that makes connections to audience members. • Displays enthusiasm for the topic demonstrated throughout speech. • All words pronounced correctly. • All words articulated clearly (no mumbling). • No reliance on lectern. • Polished language usage (few to no fillers—um, uh, like, ok, you know—no slang, no double-negatives). • Gestures utilized throughout the speech to show enthusiasm, emphasize points, and keep attention. • Fluid speaking rate. • Variety in volume, but always easy to hear. 	<p>Oral:</p> <ul style="list-style-type: none"> • Frequent eye contact with some connection to the audience. • Displays enthusiasm for the topic at various points in the speech. • Most words pronounced correctly. • Most words articulated clearly (some mumbling). • Limited reliance on lectern. • Proficient language usage (limited number of fillers—um, uh, like, ok, you know— no slang, no double-negatives.) • Gestures used at various times in the speech to show enthusiasm, keep audience attention, and emphasize points. • Speaking rate is generally fluid. • Volume is adequate. 	<p>Oral:</p> <ul style="list-style-type: none"> • Inconsistent eye contact. • Displays some enthusiasm for the topic. • Most words pronounced correctly. • Some reliance on lectern. • Frequent use of fillers—uh, um, like—use of slang and double-negatives) • Some gestures used. • Speaking rate requires greater fluency. • Volume should be more appropriate to audience. 	<p>Oral:</p> <ul style="list-style-type: none"> • Little to no eye contact. • Displays little to no enthusiasm for topic. • Several words incorrectly pronounced. • Most words indistinct due to poor articulation. • Heavy reliance on lectern • Poor use of language (frequent use of fillers—uh, um, like—use of slang and double-negatives) • Few to no gestures. • Choppy speaking rate. • Low to inaudible volume



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	<p>Visual:</p> <ul style="list-style-type: none"> • Displays high quality techniques in drawings, graphics, photos, designs, video, etc. • Employs appropriate contrasts (e.g., color, fonts, and sizes) exceptionally well. • Outstanding alignment of graphic elements and space. • Uses software and other tools appropriate to the subject to produce a creative, compelling, engaging and effective presentation that shows proper use of technology to effectively communicate an idea. 	<p>Visual:</p> <ul style="list-style-type: none"> • Displays acceptable but not outstanding techniques in drawings, graphics, photos, designs, video, etc. • Adequate employment of appropriate contrasts (e.g., color, fonts, sizes). • Adequate alignment of graphic elements and space. • Uses software and other tools appropriate to the subject to produce an effective presentation that shows proper use of technology to communicate an idea. 	<p>Visual:</p> <ul style="list-style-type: none"> • Techniques in drawings, graphics, photos, designs, videos, and others require greater development. • Contrasts require improvement (e.g., color, fonts, and sizes). • Graphic elements and space require greater alignment. • Software and other tools could be more appropriately used to produce an effective presentation that communicates an idea. 	<p>Visual:</p> <ul style="list-style-type: none"> • Displays unacceptable techniques in drawings, graphics, photos, designs, video, etc. • Employs inappropriate contrasts (e.g., color, fonts, and sizes). • Graphic elements and space are not aligned. • Does not show appropriate use of software and other tools to produce a presentation that communicates an idea.