

## FA11 COM100: Informative Speech Rubric

	Inadequate (1 pts)	Novice (2 pts)	Good (3 pts)	Excellent (4 pts)	Mean	Mode	Stdev
General Purpose Persuade or Inform	1	16	43	120	3.57	4	0.68
Significance of the Topic	1	25	55	98	3.40	4	0.74
Audience Adaptation	2	21	68	89	3.36	4	0.73
Introduction	3	18	66	93	3.38	4	0.73
Clear Thesis Statement / Preview	3	16	43	96	3.47	4	0.75
Organization	0	24	65	91	3.37	4	0.71
Supporting Material / Sources	4	28	84	64	3.16	3	0.76
Signposts and Transitions	14	44	91	31	2.77	3	0.82
Conclusion	6	31	78	65	3.12	3	0.81
Vocal Delivery Elements	1	46	100	31	2.90	3	0.67
Nonverbal Delivery Elements	1	29	95	55	3.13	3	0.69
Visual Aids	9	6	67	98	3.41	4	0.78
Professionalism and Dress	2	2	33	143	3.76	4	0.52
Outline & Bibliography	5	15	47	91	3.42	4	0.79
Time / Length	4	22	46	108	3.43	4	0.79

General Purpose Persuade/Inform	1 (0%)	16 (8%)	43 (23%)	120 (66%)
Significance of the Topic	1 (0%)	25 (13%)	55 (30%)	98 (54%)
Audience Adaptation	2 (1%)	21 (11%)	68 (37%)	89 (49%)
Introduction	3 (1%)	18 (10%)	66 (36%)	93 (51%)
Clear Thesis Statement / Preview	3 (1%)	16 (10%)	43 (27%)	96 (60%)
Organization	24 (13%)	65 (36%)	91 (50%)	
Supporting Material / Sources	4 (2%)	28 (15%)	84 (46%)	64 (35%)
Signposts and Transitions	14 (7%)	44 (24%)	91 (50%)	31 (17%)
Conclusion	6 (3%)	31 (17%)	78 (43%)	65 (36%)
Vocal Delivery Elements	1 (0%)	46 (25%)	100 (56%)	31 (17%)
Nonverbal Delivery Elements	1 (0%)	29 (16%)	95 (52%)	55 (30%)
Visual Aids	9 (5%)	6 (3%)	67 (37%)	98 (54%)
Professionalism and Dress	2 (1%)	2 (1%)	33 (18%)	143 (79%)
Outline & Bibliography	5 (3%)	15 (9%)	47 (29%)	91 (57%)
Time / Length	4 (2%)	22 (12%)	46 (25%)	108 (60%)
	Inadequate	Novice	Good	Excellent

## SP12 COM100: Informative Speech Rubric

	Inadequate (1 pts)	Novice (2 pts)	Good (3 pts)	Excellent (4 pts)	Mean	Mode	Stdev
<b>General Purpose Persuade or Inform</b>	1	20	50	160	3.60	4	0.66
<b>Significance of the Topic</b>	2	29	65	134	3.44	4	0.74
<b>Audience Adaptation</b>	2	25	80	124	3.41	4	0.71
<b>Introduction</b>	4	23	75	129	3.42	4	0.74
<b>Clear Thesis Statement / Preview</b>	4	25	57	123	3.43	4	0.77
<b>Organization</b>	0	29	80	121	3.40	4	0.70
<b>Supporting Material / Sources</b>	5	37	90	99	3.23	4	0.79
<b>Signposts and Transitions</b>	15	49	105	62	2.93	3	0.86
<b>Conclusion</b>	8	36	97	90	3.16	3	0.81
<b>Vocal Delivery Elements</b>	1	55	116	57	3.00	3	0.71
<b>Nonverbal Delivery Elements</b>	1	37	105	88	3.21	3	0.72
<b>Visual Aids</b>	10	10	76	135	3.45	4	0.77
<b>Professionalism and Dress</b>	3	3	33	192	3.79	4	0.52
<b>Outline &amp; Bibliography</b>	9	16	56	128	3.45	4	0.81
<b>Time / Length</b>	6	26	61	138	3.43	4	0.79

<b>General Purpose Persuade/Inform</b>	1 (0%)	20 (8%)	50 (21%)	160 (69%)
<b>Significance of the Topic</b>	2 (0%)	29 (12%)	65 (28%)	134 (58%)
<b>Audience Adaptation</b>	2 (0%)	25 (10%)	80 (34%)	124 (53%)
<b>Introduction</b>	4 (1%)	23 (9%)	75 (32%)	129 (55%)
<b>Clear Thesis Statement / Preview</b>	4 (1%)	25 (11%)	57 (27%)	123 (58%)
<b>Organization</b>	29 (12%)	80 (34%)	121 (52%)	
<b>Supporting Material / Sources</b>	5 (2%)	37 (16%)	90 (38%)	99 (42%)
<b>Signposts and Transitions</b>	15 (6%)	49 (21%)	105 (45%)	62 (26%)
<b>Conclusion</b>	8 (3%)	36 (15%)	97 (41%)	90 (38%)
<b>Vocal Delivery Elements</b>	1 (0%)	55 (24%)	116 (50%)	57 (24%)
<b>Nonverbal Delivery Elements</b>	1 (0%)	37 (16%)	105 (45%)	88 (38%)
<b>Visual Aids</b>	10 (4%)	10 (4%)	76 (32%)	135 (58%)
<b>Professionalism and Dress</b>	3 (1%)	3 (1%)	33 (14%)	192 (83%)
<b>Outline &amp; Bibliography</b>	9 (4%)	16 (7%)	56 (26%)	128 (61%)
<b>Time / Length</b>	6 (2%)	26 (11%)	61 (26%)	138 (59%)
	<b>Inadequate</b>	<b>Novice</b>	<b>Good</b>	<b>Excellent</b>