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| **Learning Objective** | **Exemplary** | **Established** | **Developing** |
| *Gather, organize, interpret, and present information* | Credible sources were used to support claims and persuade audience; material was well-organized and logically presented. | Sources were used, but it wasn’t always clear how they supported claims being made; material was organized, but the logical connections were not always apparent. | Minimal sources were used to support claims; no clear pattern of organization or structure. |
| *Use non-verbal or extra-verbal communication to enhance verbal message* | Non-verbal actions benefited the verbal content and contributed to a dynamic and powerful presentation. | Non-verbal actions did not distract from the presentation or hinder communication. | Minimal if any use was made of non-verbal strategies to enhance the verbal message |
| *Demonstrate an understanding of the means by which we engage listeners* | The elements of ethos, logos, and pathos were deployed deftly and emphasized the importance of the topic. | The elements of ethos, logos, and pathos were incorporated in a thoughtful, engaging way. | Ethos, logos, and pathos were either partially incorporated or one or two were largely absent. |

Program Learning Goal: Oral Communication