Student Learning Outcome (SLO) #1A: Communicate clearly and effectively orally and in writing.
Oral Communication

Definition: Oral communication is a prepared, purposeful speaking designed to increase knowledge, to foster understanding, or to promote change in the listeners' attitudes, values, beliefs, or behaviors.

This SLO is met in the following General Education categories: A3 - Communicating with and about the World: Attention and adaptation to audiences is highlighted as necessary for successful communication of general as well as specific content. Courses in this category help students develop skills in reading, writing, listening, and speaking.

Skill	Performance Rating Levels			
	4 (Excellent)	3 (Good)	2 (Fair)	1 (Poor)
An organizational pattern is used to structure the communication.	Organizational pattern is clearly and consistently observable, skillful, and it contributes cohesiveness and clarity to the communication	Organizational pattern is reasonably observable within the communication, and it adds some clarity to the communication	Organizational pattern is intermittently observable within the speaking, and it adds minimal clarity to the communication	Organizational pattern is not observable within the communication
Language choices are used effectively for the speaking situation and the audience.	Language choices are consistently thoughtful, memorable, compelling, and enhance the speaking; language is appropriate to the audience	Language choices are mostly thoughtful, generally support the effectiveness of the speaking; language is appropriate to the audience	Language choices are mundane and commonplace and partially appear to support the effectiveness of the speaking; language is appropriate to the audience	Language choices are unclear and minimally support the effectiveness of the speaking; Language is not appropriate to the audience
Vocal expression techniques are effective in communicating message.	Vocal variety, clarity, and fluidity help make the speaking compelling	Some vocal variety, clarity, and fluidity make the speaking interesting	Intermittent vocal variety, clarity, and fluidity make the speaking understandable	The lack of vocal variety, clarity, and fluidity make the speaking difficult to understand
Physical expression techniques are effective in communicating in their message.	Consistently effective physical expression such as eye contact with the audience, facial expressions, gestures, and movement make the communication compelling, and the speaker appears professional and confident	Some effective physical expression such as eye contact with the audience, facial expressions, gestures, and movement make the communication interesting, and speaker appears comfortable	Intermittently appropriate physical expression such as eye contact with the audience, facial expressions, gestures, and movement make the communication understandable, and speaker appears tentative	The lack of appropriate physical expression such as eye contact with the audience, facial expressions, gestures, and movement make the communication difficult to understand, and the speaker appears uncomfortable

Supporting materials are used to develop the ideas in appropriate ways that establish the speaker's credibility.	Supporting materials make appropriate reference to information or analysis that significantly supports the speaking and establishes the speaker's credibility on the topic	Supporting materials make reasonable reference to information or analysis that generally supports the speaking and/or establishes the speaker's credibility on the topic	Supporting materials make some reference to information or analysis that partially supports the speaking or establishes the speaker's credibility on the topic	Insufficient supporting materials does not provide necessary support and does not establish the speaker's credibility on the
Central message is conveyed in ways that increase the effectiveness of the communication.	Central message is clear and compelling; it is precisely stated, appropriately repeated, memorable, and strongly supported	Central message is somewhat clear and interesting; it is stated in general terms, repeated somewhat, and mostly consistent with supporting material	Central message is basically understandable; it is very general, is not often repeated, is not memorable, and is minimally connected to supporting material	Central message is not understandable; it is not explicitly stated or connected to supporting material

*Revised: Fall 2023 Semester
**Updated: Summer 2025