

Sample Rubric: Lobbyist Hearing on the Celebration of Columbus Day

Criteria	Level I	Level II	Level III	Level IV
Addresses Key Issues Effectively	<ul style="list-style-type: none"> ◇ Few or no key issues are presented. ◇ Accordingly, none of the important points are accentuated during speech. 	<ul style="list-style-type: none"> ◇ A moderate number of key issues are presented. ◇ Of those, some are emphasized during speech. 	<ul style="list-style-type: none"> ◇ The key issues are addressed. ◇ The speaker emphasizes points as a highlight during the speech. 	<ul style="list-style-type: none"> ◇ Major and minor key issues are presented. ◇ The speaker varies the intensity of accentuated points that are relevant.
Speaks with Clarity	<ul style="list-style-type: none"> ◇ Words are difficult to comprehend and wholly inadequate to what the speaker is trying to express. ◇ Text is difficult to understand and is vague. 	<ul style="list-style-type: none"> ◇ Words are muddled, and a proper choice of words is lacking. ◇ This presents the audience with some difficulty in understanding what is being said. 	<ul style="list-style-type: none"> ◇ Spoken words are reasonably clear, and most thoughts are described in a complete manner. ◇ Most of the words can be followed and understood with ease. 	<ul style="list-style-type: none"> ◇ With superb and crystal-clear speaking, each word accurately describes the thought and intention of the speaker. ◇ The speech is easy to follow and understand.
Expresses Point of View	<ul style="list-style-type: none"> ◇ There is little to no evidence that a point of view is established. ◇ There is nothing to indicate that any particular stand was taken on an issue. 	<ul style="list-style-type: none"> ◇ There is a brief attempt at establishing one's point of view. ◇ A particular stand is taken, but it is wishy-washy at best and very weak. 	<ul style="list-style-type: none"> ◇ A reasonable point of view is established with some substantiation. ◇ A stand is taken, and some good points are given for that particular stance. 	<ul style="list-style-type: none"> ◇ A highly convincing point of view is portrayed, leaving the reader ready to redefine his or her own viewpoint. ◇ A line is drawn, and a definite stand is taken.
Uses Eye Contact	<ul style="list-style-type: none"> ◇ No eye contact is made with members of the audience/peers; eyes are not focused on the audience. ◇ In this manner, it does not command or hold their attention to what is being said. 	<ul style="list-style-type: none"> ◇ A brief attempt is made to make eye contact with the audience/peers; it is done occasionally. ◇ There are moments that the audience is not attentive because of the speaker's mannerisms. 	<ul style="list-style-type: none"> ◇ Frequent use of eye contact is made with the audience/peers. ◇ The speaker looks out at his/her audience/peers and frequently looks directly into their eyes to attract attention to his/her words. 	<ul style="list-style-type: none"> ◇ Eye contact is made with the audience/peers on a regular basis. ◇ There is a determined effort to command attention, the eyes moving from face to face on a rotating basis anchors listeners to the spoken words.
Provides Supporting Evidence	<ul style="list-style-type: none"> ◇ There is total and complete absence of any supporting evidence. ◇ It renders the work/performance superfluous and lacking in scholarship. 	<ul style="list-style-type: none"> ◇ A moderate amount of evidence is provided to support the work/performance. ◇ Some of the material is worthy, and it does indicate a minimal effort at scholarship. 	<ul style="list-style-type: none"> ◇ A substantial amount of evidence is provided to support the work/performance. ◇ Much of it is first-rate, adding substance and a great deal of scholarship to the effort. 	<ul style="list-style-type: none"> ◇ The amount of evidence provided is plentiful, which supports the work/performance. ◇ All of it is excellent, first-rate, prime material at the highest level of scholarship.