

GRADING RUBRIC:

90 Second Elevator Pitch - WK#3

Criterion	Rating Excellent	Rating Good	Rating Satisfactory	Rating Needs Improvement	SCORE
	Points 10-9	Points 8-7	Points 6-5	Points 4-0	
Introduction	(1) Gets attention (2) Clearly identifies topic (3) Establishes credibility (4) Previews the main points	Meets any three of the four criteria	Meets any two of the four criteria	Meets only one of the four criteria	
Body	Main points are clear, well supported, and sources are documented	Main points are somewhat clear, some support, and some documentation	Main points need clarity and support lack of sources and documentation	Main points are not clear and have no support and no sources or documentation	
Conclusion	(1) Reviews main points (2) Brings closure (3) Memorable	Reviews main points , brings closure	Brings closure	Does not bring closure; the audience is left hanging	
Eye Contact	Eye contact with audience virtually all the time (except for brief glances at notes)	Eye contact with audience less than 80% of the time	Eye contact with audience less than 75% of the time	Little or no eye contact	
Use of Language	Use of language contributes to effectiveness of the speech, and vocalized pauses (um uh er etc.) not distracting	Use of language does not have negative impact, and vocalized pauses (um uh er etc.) not distracting	Use of language causes potential confusion, and/or vocalized pauses (um uh er etc.) are distracting	Use of language is inappropriate	
Body language	Body language, gestures, and facial expressions adds greatly to the message	Body language, gestures, and facial expressions compliment message	Body language, facial expressions and gestures lack variety and spontaneity	Body language, gestures, and facial expressions are lacking or inappropriate	
Clarity	Speaks clearly and distinctly all the time with no mispronounced words	Speaks clearly and distinctly nearly all the time with no more than one mispronounced word	Speaks clearly and distinctly most of the time with no more than two mispronounced words	Often mumbles or can not be understood with more than three mispronounced words	
Follows assignment topic and Adapted to audience	Topic is specific, appropriate and adapted	Topic is clear appropriate and somewhat adapted	Topic lacks clarity and focus needs adapting to audience	No specific purpose-- inappropriate for audience or occasion	
Visual Aids	Visual aids well chosen and presented	Minor problems with visual aids	Significant problems with visual aids	No visual aids	
Time	Within allotted time	Within 10% of allotted time	Within 20% of allotted time	Not within 20% of allotted time	

NOTE: There are ten areas of grading with a maximum of 10 points for each area. Total of 100 points possible.