



Effective Communication – Performance Outcomes

I. WRITING

Develop and Support an Argument/Thesis

- Present a clear and well developed argument/thesis
- Make specific connections and draws logical conclusions that follow from the argument/thesis
- Acknowledge questions, counter-claims, or alternative interpretations when appropriate
- Refer to sufficient and detailed evidence (reasons, examples, and quotations) relevant to argument/thesis
- Evaluate points of view, purposes or other context information to assess credibility of sources

Present an Argument/Thesis

Organization

- Present argument/thesis clearly and consistently throughout text
- Develop and logically sequence ideas
- Connect ideas through transitions

Language Use

- Demonstrate varied syntax and effective word choice; uses rhetorical techniques
- Use language and tone appropriate to the purpose and audience
- Demonstrate a command of grammar, usage, and mechanics
- When appropriate for the task, cite textual evidence consistently and accurately

II. ORAL PRESENTATION

Clarity

- Present a clear perspective and line of reasoning
- Address alternative or opposing perspectives when appropriate

Evidence

- Draw on facts, experiences and research to support a perspective
- Demonstrate an understanding of the topic

Organization

- Organize ideas in a way that is appropriate to the purpose, audience, and task and reveals the line of reasoning
- Use transitions to guide audience understanding

Language Use

- Use appropriate language and style that is suited to the purpose, audience, and task
- Speak with fluidity



Use of Digital Media / Visual Displays

- Use digital media or visual displays that are appealing, informative, and support audience engagement and understanding

Presentation Skills

- Demonstrate a command of presentation skills, including control of body posture and gestures, eye contact, clear and audible voice, and appropriate pacing
- Energy and affect are appropriate for the audience and support engagement

Interaction with Audience

- Provide a direct and complete response to questions
- Demonstrate an adequate command of the facts and understanding of the topic

III. ORAL INTERACTION

Substance

- Come to discussions prepared, having read and researched the topic
- Express ideas supported by substantive knowledge and understanding of the topic
- Express clear and well developed ideas

Active Listening

- Listen with interest in the speaker's message and provides verbal or nonverbal feedback to signal understanding or agreement
- Ask questions to clarify understanding of speaker's point of view and reasoning
- Share "air time" and takes care not to interrupt or cut off other speakers

Attention to Audience

- Use appropriate language that is suited to the purpose and audience (e.g., supervisor, client, patient, customer, collaborator, or co-worker)
- Address others with respect and sensitivity to cultural or language background

Productive Collaboration

- Acknowledge and help clarify the ideas of others by asking probing questions
- Respond to different ideas or opinions with diplomacy
- Provide positive and constructive feedback to collaborators

Technology-Facilitated Communication

- Use appropriate digital media tools (e.g., blogs, wikis, video-conferencing, etc.) to collaborate with peers/experts/global partner in focused and productive ways that support mutual learning
- Follow the norms and conventions of communicating in online forums (e.g., using respectful tone and language even when disagreeing; build on the comments of others)

