

General Education Communication Rubric



Communication is the ability to create, articulate, interpret, and exchange thoughts and ideas clearly and effectively.

Communication Student Learning Objectives:

- CW1** Written communication – Students will demonstrate ability to appropriately and ethically use the written language to exchange information, ideas, or messages through a variety of formats.
- CV2** Verbal communication – Students will demonstrate use of the spoken language to exchange views, ideas, and information with various audiences through a variety of formats.
- CNV3** Nonverbal communication – Students will demonstrate ability in transferring messages without words through means such as facial expressions, gestures, and body language.

Sampling Methodology:

All courses measuring the “communication” skill will use this rubric: ENG 2423, ENG 2433, HIS 1163, HIS 1173, HIS 2213, HIS 2223, MFL (all courses), SOC 2113, PSY 1513, PSY 2553, EPY 2533, ENG 1033, ENG 1113/1114, ENG 1123, SPT 1113, SPT 2173, ECO 2113, ECO 2123, EPY 2513

Communication Objectives	Area of Opportunity		Proficient		SLO Reporting	
	Ineffective (1)	Adequate (2)	Effective (3)	Exemplar (4)	Number of Students Assessed	Number of Students w/ Successfully Demonstrated Competency
CW1 <u>Written communication</u> – ability to appropriately and ethically use the written language to exchange information, ideas, or messages through a variety of formats.	Student does not demonstrate ability to appropriately and ethically use the written language to exchange information, ideas, or messages through a variety of formats.	Student demonstrates minimal ability to appropriately and ethically use the written language to exchange information, ideas, or messages through a variety of formats.	Student demonstrates consistent ability to appropriately and ethically use the written language to exchange information, ideas, or messages through a variety of formats.	Student demonstrates exceptional ability to appropriately and ethically use the written language to exchange information, ideas, or messages through a variety of formats.		
CV2 <u>Verbal communication</u> – use of the spoken language to exchange views, ideas, and information with various audiences through a variety of formats.	Student does not demonstrate use of the spoken language to exchange views, ideas, and information with various audiences through a variety of formats.	Student demonstrates minimal use of the spoken language to exchange views, ideas, and information with various audiences through a variety of formats.	Student demonstrates consistent use of the spoken language to exchange views, ideas, and information with various audiences through a variety of formats.	Student demonstrates exceptional ability in the use of the spoken language to exchange views, ideas, and information with various audiences through a variety of formats.		
CNV3 <u>Nonverbal communication</u> – transferring messages without words through means such as facial expressions, gestures, and body language.	Student does not demonstrate ability in transferring messages without words through means such as facial expressions, gestures, and body language.	Student demonstrates minimal ability in transferring messages without words through means such as facial expressions, gestures, and body language.	Student demonstrates consistent ability in transferring messages without words through means such as facial expressions, gestures, and body language.	Student demonstrates exceptional ability in transferring messages without words through means such as facial expressions, gestures, and body language.		

