



**Communication Competency Outcome: Palo Alto College Students will develop and express ideas through effective written, oral, and visual communication for various academic and professional contexts.**

Specific Outcomes	Exceeds Expectations (3)	Meets expectations (2)	Does Not Meet Expectations (1)
<b>Specific Outcome #1</b> <b>Content and Purpose</b> <b>The student uses relevant content that conveys understanding</b>	<ul style="list-style-type: none"> <li>Content is well developed in the communication, effectively supported and appropriate for the audience and purpose of the assignment.</li> <li>Effective thinking is clearly and creatively expressed.</li> </ul>	<ul style="list-style-type: none"> <li>Content is adequately expressed, appropriate and relevant through most of the communication for the audience requirements and the purpose of the assignment.</li> </ul>	<ul style="list-style-type: none"> <li>Content is poorly developed for the purpose and inappropriate for the audience.</li> <li>Supporting details are absent or vague.</li> <li>Content is unoriginal or reflects lack of understanding of topic and audience.</li> </ul>
<b>Specific Outcome #2</b> <b>Organization</b> <b>The student uses disciplinary conventions for organizing content and presenting content</b>	<ul style="list-style-type: none"> <li>The communication consistently uses important conventions particular to a specific discipline including organization, presentation, and stylistic choices.</li> <li>The communication is clearly organized around a central theme.</li> <li>The communication components are clear and relate to the other components in a well-planned framework.</li> </ul>	<ul style="list-style-type: none"> <li>The communication generally follows expectations appropriate to the discipline for basic organization and presentation.</li> <li>The communication demonstrates some grasp of organization, with a discernible theme and supporting details.</li> </ul>	<ul style="list-style-type: none"> <li>The communication does not follow expectations appropriate to the discipline for basic organization and presentation.</li> <li>The communication is rambling and unfocused, with ideas presented in a disorganized, unrelated way.</li> </ul>
Specific Outcomes	Exceeds Expectations (3)	Meets expectations (2)	Does Not Meet Expectations (1)
<b>Specific Outcome #3</b> <b>Tools</b> <b>The student uses communication tools appropriately and skillfully for academic and professional contexts</b>	<b>Written:</b> <ul style="list-style-type: none"> <li>Uses language that skillfully communicates meaning to readers with clarity and fluency and is virtually error-free.</li> <li>Uses a wide variety of sentence structures. Excellent word usage, spelling, grammar and punctuation.</li> </ul>	<b>Written:</b> <ul style="list-style-type: none"> <li>Uses language that generally conveys meaning to readers with clarity although writing may contain errors.</li> <li>Some sentence variety; adequate usage of word choices, grammar, and punctuation.</li> </ul>	<b>Written:</b> <ul style="list-style-type: none"> <li>Uses language that impedes meaning because of errors in usage.</li> <li>Writing lacks sentence variety. Significant deficiencies in word choices, spelling, grammar, punctuation, or presentation.</li> </ul>



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	<p><b>Oral:</b></p> <ul style="list-style-type: none"> <li>• Excellent eye contact that makes connection to audience members</li> <li>• Displays enthusiasm for topic demonstrated throughout speech</li> <li>• All words pronounced correctly</li> <li>• All words articulated clearly (no mumbling)</li> <li>• No reliance on lectern</li> <li>• Polished language usage (few to no fillers—um, uh, like, ok, you know—no slang, no double-negatives)</li> <li>• Gestures utilized throughout the speech to show enthusiasm, emphasize points, and keep attention</li> <li>• Fluid speaking rate</li> <li>• Variety in volume but always easy to hear</li> </ul> <p><b>Visual:</b></p> <ul style="list-style-type: none"> <li>• Displays high quality techniques in drawings, graphics, photos, designs, video, etc.</li> <li>• Employs appropriate contrasts (e.g., color, fonts, sizes) exceptionally well</li> <li>• Outstanding alignment of graphic elements and space</li> <li>• Uses software and other tools appropriate to the subject to produce a creative, compelling, engaging and effective presentation that shows proper use of technology to effectively communicate an idea.</li> </ul>	<p><b>Oral:</b></p> <ul style="list-style-type: none"> <li>• Frequent eye contact with some connection to audience</li> <li>• Displays enthusiasm for topic demonstrated at various points in the speech</li> <li>• Most words pronounced correctly</li> <li>• Most words articulated clearly (some mumbling)</li> <li>• Limited reliance on lectern</li> <li>• Proficient language usage (limited number of fillers—um, uh, like, ok, you know—no slang, no double-negatives)</li> <li>• Gestures used at various points in the speech to show enthusiasm, keep audience attention, and emphasize points.</li> <li>• Speaking rate is generally fluid. Volume is adequate</li> </ul> <p><b>Visual:</b></p> <ul style="list-style-type: none"> <li>• Displays acceptable but not outstanding techniques in drawings, graphics, photos, designs, video, etc.</li> <li>• Adequate employment of appropriate contrasts (e.g., color, fonts, sizes)</li> <li>• Adequate alignment of graphic elements and space</li> <li>• Uses software and other tools appropriate to the subject to produce an effective presentation that shows proper use of technology to communicate an idea.</li> </ul>	<p><b>Oral:</b></p> <ul style="list-style-type: none"> <li>• Little to no eye contact</li> <li>• Displays little to no enthusiasm for topic</li> <li>• Several words incorrectly pronounced</li> <li>• Most words indistinct due to poor articulation</li> <li>• Heavy reliance on lectern</li> <li>• Poor use of language (frequent use of fillers—uh, um, like—use of slang and double-negatives)</li> <li>• Few to no gestures</li> <li>• Choppy speaking rate. Low to inaudible volume</li> </ul> <p><b>Visual:</b></p> <ul style="list-style-type: none"> <li>• Displays unacceptable techniques in drawings, graphics, photos, designs, video, etc.</li> <li>• Employs inappropriate contrasts (e.g., color, fonts, sizes)</li> <li>• Graphic elements and space are not aligned</li> <li>• Does not show appropriate use of software and other tools to produce a presentation that communicates an idea.</li> </ul>
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