Rubric for Student Commencement Speaker Candidates

Speaker candidates are encouraged to use this rubric to guide the development of their speech.

Category	Exceptionally well developed		Moderately well developed		Emerging development
Length:	5 Within 3 minutes or 400 words or less limit	4	3 Exceeds minute and word length; but able to be edited	2	1 Too long; hard to imagine how to successfully edit.
Tone: Appropriate for a celebration	5 Choices of language, examples, energy heighten listener's interest; forward looking message	4	3 Speaker's choice of words, explanations, and enthusiasm are appropriate for the occasion	2	1 Presentation is uninteresting or jarring language or examples used; not appropriate
Tenor: Positive, uplifting message	5 Relevant examples or stories work to interest the listener and develop main aspirational ideas	4	3 Stories and examples relate to an appropriate content of the speech	2	1 Stories and examples are unrelated; narrow in focus; or overly negative
Presentation:	5 Comfortable with the audience; speaks clearly; ideas well organized; delivery shows energy and interest	4	3 Speaks clearly. Eye contact, physical gestures are natural, fluid. Ideas conveyed appropriately.	2	1 Inconsistent eye contact; gestures missing or awkward; reads speech or relies heavily on notes; not well organized
Audience Engagement:	5 Speaks to the moment and the future; examples illuminate; connect to broader audience	4	3 Appropriate for the occasion; audience referenced in speech	2	1 Overly personal examples without connecting to audience; not relatable to audience