<table>
<thead>
<tr>
<th>GOALS &amp; LEVEL OF ACHIEVEMENT</th>
<th>EFFECTIVE</th>
<th>ADEQUATE</th>
<th>UNACCEPTABLE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Good or better, above average level of achievement</td>
<td>Proficient or average level of achievement</td>
<td>Below adequate or average level of achievement</td>
</tr>
<tr>
<td></td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

**ORGANIZATION**
- Speech uses necessary structure (intro, body, conclusion, transitions) in an effective manner
- Structure can be organized in a creative/interesting manner, in addition to being very clear and logical
- Meaningful theme/thesis used to coordinate content
- Points distinct, flow easily from one to the next

**CONTENT**
- Content contains good or better information
- Explanations enhance audience understanding, clear, helpful logic is used
- Content includes multiple, relevant sources, quantitative details, types of evidence and/or useful information for support
- Content is accurate, provides clear details based on a solid understanding of the information used and cites sources consistently, when necessary

**DELIVERY**
- Speaker’s delivery style/use of notes (manuscript or extemporaneous) is effective, the speaker maintains a focus on the audience
- Displays mostly consistent and audience-focused non-verbals that enhance parts of the speech (eye-contact, facial expressions, gestures, body movement, vocal quality, pace)
- Confidence, interest, enthusiasm/energy is evident
- Speaker consistently adjusts to the audience (choice of language, adjusts or rephrases, answers questions), when necessary

- Basic aspects of structure lacking overall
- Content lacks a clear thesis/theme
- Points lack coordination or logic

- Content contains sufficient, information
- Some explanations are included, some helpful, some not, maybe a couple logic flaws
- Content includes some sources or more than one type of evidence or support or information
- Content is mostly accurate and sources are cited at times, when necessary.

- Speaker’s delivery style/use of notes (manuscript or extemporaneous) are average, inconsistent focus on audience
- Displays basic competence in non-verbals, some aspects of speech are enhanced (eye-contact, facial expressions, gestures, body movement, vocal quality, pace)
- Moderate degree of energy or interest present
- Shows some evidence of adjusting to the audience (choice of language, adjusts or rephrases, answers questions), when necessary

- Speaker’s delivery style/use of notes (manuscript or extemporaneous) is not adequate, lacks focus on audience
- Lack of competence in the non-verbals, flaws distract from speech (eye-contact, facial expressions, gestures, body movement, vocal quality, pace)
- Lack of interest or energy
- Speaker fails to adjust to the audience (choice of language, adjusts or rephrases, answers questions), when necessary