

STAR Leadership Program Rubric: Communicating Ideas

	Master	Developing		Novice
	4	3	2	1
central message	Central message is compelling (precisely stated, appropriately repeated, memorable, and strongly supported).	Central message is clear and consistent with supporting material.	Central message is basically understandable, but is not often repeated and is not memorable.	Central message can be deduced, but is not explicitly stated in the presentation.
context and purpose	Demonstrates a thorough understanding of context, audience, and purpose that is responsive to the assigned task(s) and focuses all elements of the work.	Demonstrates adequate consideration of the context, audience, and purpose and a clear focus on the assigned task(s) (e.g., the task aligns with the audience, purpose, and context).	Demonstrates awareness of context, audience, purpose, and to the assigned task(s) (e.g., begins to show awareness of audience's perceptions and assumptions).	Demonstrates minimal attention to context, audience, purpose, and to the assigned task(s) (e.g., expectation of instructor or self as audience).
supporting material	A variety of types of supporting materials (explanations, examples, illustrations, analogies, information from relevant authorities, qualitative and quantitative data) make appropriate reference to information or analysis that significantly supports the communication or establishes the communicator's credibility/authority on the topic.	Supporting materials (explanations, examples, illustrations, analogies, information from relevant authorities, qualitative and quantitative data) make appropriate reference to information or analysis that generally supports the communication or establishes the communicator's credibility/authority on the topic.	Supporting materials (explanations, examples, illustrations, analogies, information from relevant authorities, qualitative and quantitative data) make appropriate reference to information or analysis that partially supports the communication or establishes the communicator's credibility/authority on the topic.	Insufficient supporting materials (explanations, examples, illustrations, analogies, information from relevant authorities, qualitative and quantitative data) make reference to information or analysis that significantly minimally supports the communication or establishes the communicator's credibility/authority on the topic.
feedback	Supports a constructive team climate by doing all of the following: <ul style="list-style-type: none"> - uses positive tone - provides encouragement to another by noting strengths - identifies problems - gives specific and actionable feedback 	Supports a constructive team climate by doing any three of the following: <ul style="list-style-type: none"> - uses positive tone - provides encouragement to another by noting strengths - identifies problems - gives specific and actionable feedback 	Supports a constructive team climate by doing any two of the following: <ul style="list-style-type: none"> - uses positive tone - provides encouragement to another by noting strengths - identifies problems - gives specific and actionable feedback 	Supports a constructive team climate by doing any one of the following: <ul style="list-style-type: none"> - uses positive tone - provides encouragement to another by noting strengths - identifies problems - gives specific and actionable feedback