



Core Competency Scoring Rubric

Ferris State University

Communication – COMS3

Message Clarity – Students will use language effectively in their writing and speaking with varied sentence structure and word choice appropriate to audience and situation

Evaluated during the fall semester of odd-numbered years.

Level	Description
4 – Advanced Advanced performances exceed the expectations for Ferris graduates. This work shows an effective and well-developed response to the learning outcome. These students represent the strongest fraction of our graduates.	Demonstrates creative or innovative uses of verbal & nonverbal choices, varying grammatical structure, and choosing content focus(es) appropriate for the type of oral communication situation, and the audience member(s).
3 – Proficient Proficient performances meet the expectations for Ferris graduates. This work demonstrates a sufficient response to the learning outcome with regard to scope and accuracy. All students are expected to attain this level of ability by graduation.	Demonstrates decisive ability to make verbal & nonverbal choices, to vary grammatical structure, and to choose content focus(es) appropriate for the type of oral communication situation, and the audience member(s).
2 – Progressing Developing performances approach the expectations for Ferris graduates. Although this work is more accomplished than that of novices, the scope and accuracy of the response does not yet satisfactorily address the learning outcome. This should be true of most first and second year students.	Demonstrates basic ability to make verbal & nonverbal choices, to vary grammatical structure, and to choose content focus(es) appropriate for the type of oral communication situation, and the audience member(s)
1 – Beginning Beginning performances do not meet the expectations for Ferris graduates. This work exhibits a novice level of ability with regard to addressing the learning outcome. This is the expected skill level for our incoming freshman.	Demonstrates some ability to make verbal & nonverbal choices, to vary grammatical structure, and to choose content focus(es) appropriate for the type of oral communication situation, and the audience member(s)
0 – Unsatisfactory Unsatisfactory performances neither meet the expectations for Ferris graduates nor those for incoming freshmen. This work exhibits profound deficiencies and/or is incomplete.	Did not or unable to demonstrate verbal & nonverbal choices, vary grammatical structure, and choose content focus(es) appropriate for the type of oral communication situation, and the audience member(s).