



Core Competency Scoring Rubric

Ferris State University

Communication – COMS4

Relationship with others– Students will apply effective communication behaviors to develop relationships and to promote listening and discussion

Evaluated during the spring semester of even-numbered years.

Level	Description
4 – Advanced Advanced performances exceed the expectations for Ferris graduates.	Perspective taking: Synthesizes, creates, and enacts new perspectives Attending/ Active listening: Communicates empathy and compassion Whole messages (assertive). Utilizes messages that can be restated by the audience in the clarity and completeness of the original message Probing, persuasion: Asks focused, incisive questions and methodically persuading the audience
3 – Proficient Proficient performances meet the expectations for Ferris graduates. All students are expected to attain this level of ability by graduation.	Perspective taking: Enacts other perspectives or roles Attending/ Active listening: Demonstrates varied attending behaviors and paraphrasing, reflecting feelings, and probing Whole messages (assertive). Utilizes high fidelity messages that are clearly understood by the audience. Probing, persuasion: Asks questions and persuading the audience with whole messages
2 Progressing 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.	Perspective taking Recognizes, explains and argues from a perspective Attending/ Active listening: Demonstrates intentional nonverbal attending and active listening Whole messages (assertive). Utilizes messages with a clear topic and sufficient explanation and examples for understanding of the topic Probing, persuasion: Asking questions and seeking to change the perceptions or actions of an audience
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.	Perspective taking Recognize there are other perspectives Attending/ Active listening: Demonstrates paying attention and offering advice Whole messages (assertive). Utilizes messages that the audience knows the topic and lacks the details to understand it fully Probing, persuasion: Willing to ask questions or to seek to change the perceptions or actions of an audience

Level	Description
<p>0 – Unsatisfactory Dissatisfactory performances neither meet the expectations for Ferris graduates nor those for incoming freshmen. This work exhibits profound deficiencies and/or is incomplete.</p>	<p>Perspective taking: Only understand and can explain within own perspective Attending/ Active listening: No attending or active listening Whole messages (assertive): Utilizes messages that are unclear or incomplete for the audience Probing, persuasion: Unable or unwilling to ask questions or to seek to change the perceptions or actions of an audience</p>

Definitions: **Perspective taking** Demonstrate awareness of audience frame of reference; **Attending; Active listening:** Utilizes verbal and/or nonverbal behaviors to adapt to audience **Whole messages (assertive)** Description of event, thoughts, feelings & needs; **Probing, persuasion:** Utilizes message(s) to promote response(s) from audience