

**Inter-Lakes  
High School**

We are a community of *Effective Communicators*

**School-wide Learning Goal**

The effective communicator is able to clearly express ideas through speaking, writing, performing, and/or creating.

Performance Element	Outstanding	Proficient	Developing	Beginner
<u>Purpose</u> (i.e. to inform, entertain, inspire, motivate, understand, persuade, etc)	Clearly identifies specific reason for sharing and connects all material to the purpose.	Identifies purpose and maintains focus throughout.	Identifies general purpose and for the most part maintains focus.	Lacks clear purpose and/or focus strays.
<u>Content</u>	Main idea is clear and is supported by many rich, vivid, and powerful details.	Main idea is clear and is supported by rich, vivid, and/or powerful details.	Main idea is clear, but is supported by few details.	Main idea is unclear and is not supported by details.
<u>Presentation</u>	Adjusts tone and approach to engage audience. Message is clearly conveyed in a unique style.	Connects with audience. Message is clearly conveyed in an appropriate style.	Makes effort to connect with audience, but message is not clearly conveyed.	Connection with audience is not evident, and message is not conveyed
<u>Organization</u>	Demonstrates consistency in order, structure, and flow of ideas to an exceptional degree.	Demonstrates consistency in order, structure, and flow of ideas.	Demonstrates some order and structure; lacks consistency throughout.	Demonstrates little evidence of organization and is inconsistent.
<u>Self-Evaluation</u>	Student evaluates own effectiveness and is very insightful about their strengths and also ways to improve.	Student evaluates own effectiveness and reflects on their ways to improve.	Student evaluates own effectiveness without identifying ways to improve.	Student is unable to evaluate own effectiveness.