

**ASCA Oratory Contest Rubric**  
**“LEADING TO MAKE A DIFFERENCE”**  
**Wednesday, March 4, 2020**

Points	0-2 Needs Improvement	3-4 Fair	5-6 Good	7-8 Excellent
<b>Speaking Quality</b>	Read directly from notes, could not clearly understand the words, talked too quickly or too slowly, tone of voice was inappropriate for the setting.	Read directly from notes, but spoke clearly and with appropriate speed and tone of voice.	Nice voice quality and speed, made connections with the audience, and spoke very clearly. Read from notes occasionally.	Excellent voice quality, tone, and speed. Made excellent connections with audience and elocution was immaculate.
<b>Body Language</b>	The speaker's posture and expression indicated a lack of enthusiasm or comfort with the speech. Some movements were very distracting and made the speech difficult to follow.	The speaker had some distracting movement during delivery. Facial expressions seemed forced or absent.	The speaker maintained adequate posture and non-distracting movement during the speech. Expressions were comfortable.	The speaker maintained good posture. Movements were purposeful and enhanced the delivery of the speech. Facial expressions were comfortable and showed enthusiasm for the topic.
<b>Nonverbal</b>	Did not make eye contact, fidgeting excessively, and no facial expressions.	Minimal eye contact and a small amount of fidgeting, but no facial expressions.	Made eye contact, did not fidget, and showed expression while speaking.	Made excellent and even eye contact with the audience without fidgeting. Expressions were natural and exciting.
<b>Speech structure</b>	Uninteresting to both speaker and audience. Little thought given to topic selection.	Speaker does not seem to know much about his topic, does not relate it to himself or audience. No persuasive devices.	Relevance of topic unclear. No creativity. Adequate but not compelling.	Creative, original, and clearly linked to audience and presenter. Interesting and compelling to speaker and audience.
<b>Content</b> <b>*Double pts.</b>	Thoughts were not clearly presented and research is not evident. Lacks support. Audience has not been left with anything to consider.	Thoughts were presented and research is not evident. Personal viewpoint lacks support. <b>Left audience uncertain as to why it is important for leaders to celebrate their journeys? And how leaders influenced you along your journey?</b>	Thoughts were presented and research is somewhat evident. Personal viewpoint is supported with sensory detail. Narration is easy to follow. <b>Left audience understanding as to why it is important for leaders to celebrate their journeys? And how leaders influenced you along your journey?</b>	Thoughts were presented and research is evident. Personal viewpoint is supported with vivid examples. Narration is clearly presented and easy to follow. <b>Left audience understanding as to why it is important for leaders to celebrate their journeys? And how leaders influenced you along your journey? AND INSPIRED audience to boldly, educate and mentor our youth to become 21<sup>st</sup> century leaders.</b>
<b>Introduction</b>	The speaker failed to introduce the speech OR the introduction was not useful in indicating what the speech was about.	The speaker introduced the speech, but some details were unclear. The introduction lacked an attention-getter and/or a preview of main points.	The speaker introduced the speech adequately, including an attention-getter and a preview of the main points of the speech.	The speaker introduced the speech well, including an attention-getter and a preview of main points of the speech. The speaker was enthusiastic about the topic and brought the audience into the speech.
<b>Body</b>	The speech was difficult to follow due to a lack of organization. Little detail was given to support the main points.	The speaker delivered adequate information about the topic. The speech lacked organization and/or detail to the extent that some main points were unclear.	The speaker used logical order and relevant details to deliver the information. Adequate transitions were used.	Logical, coherent organization and relevant information helped convey the speaker's message clearly. Detail and word choice were appropriate to the purpose. Smooth transitions were used.
<b>Conclusion</b>	The speaker ended the speech abruptly without conclusion.	The speaker concluded the speech in a disorganized fashion.	The speaker concluded the speech by adequately summarizing the main points.	The speaker quickly summarized the main points, referred back to the introduction to bring the speech full circle, and left the audience with a lasting impression.
<b>Time</b>	Speech exceeds time limit of 3 minutes.			Speech was 3 minutes or less.
<b>Total</b> <b>*Maximum = 80 points</b>				

\*Double the CONTENT score