



Evaluation Form

Develop a Communication Plan

Member Name _____ Date _____

Evaluator _____ Speech Length 5–7 minutes

Speech Title _____

Purpose Statement

The purpose of this project is for the member to practice developing a communication plan.

Notes for the Evaluator

The member completing this project has spent time developing a communication plan.

Listen for: A well-organized speech about the member’s experience with some aspect of plan development. They may choose to share any part of the process, including the results of implementing the plan, if the plan was implemented. This speech should not be a report about the content of the Develop a Communication Plan project.

General Comments

You excelled at:

You may want to work on:

To challenge yourself:

For the evaluator: In addition to your verbal evaluation, please complete this form.

Clarity: Spoken language is clear and is easily understood

5 – Exemplary 4 – Excels 3 – Accomplished 2 – Emerging 1 – Developing

Comments:

Vocal Variety: Uses tone, speed, and volume as tools

5 – Exemplary 4 – Excels 3 – Accomplished 2 – Emerging 1 – Developing

Comments:

Eye Contact: Effectively uses eye contact to engage audience

5 – Exemplary 4 – Excels 3 – Accomplished 2 – Emerging 1 – Developing

Comments:

Gestures: Uses physical gestures effectively

5 – Exemplary 4 – Excels 3 – Accomplished 2 – Emerging 1 – Developing

Comments:

Audience Awareness: Demonstrates awareness of audience engagement and needs

5 – Exemplary 4 – Excels 3 – Accomplished 2 – Emerging 1 – Developing

Comments:

Comfort Level: Appears comfortable with the audience

5 – Exemplary 4 – Excels 3 – Accomplished 2 – Emerging 1 – Developing

Comments:

Interest: Engages audience with interesting, well-constructed content

5 – Exemplary 4 – Excels 3 – Accomplished 2 – Emerging 1 – Developing

Comments:

Plan: Communicates all or part of a communication plan

5 – Exemplary 4 – Excels 3 – Accomplished 2 – Emerging 1 – Developing

Comments:

Engagement: Speaks about the plan in an engaging way

5 – Exemplary 4 – Excels 3 – Accomplished 2 – Emerging 1 – Developing

Comments:

Evaluation Criteria

This criteria lists the specific goals and expectations for the speech. Please review each level to help you complete the evaluation.

5 – Exemplary 4 – Excels 3 – Accomplished 2 – Emerging 1 – Developing

Clarity

- 5 – Is an exemplary public speaker who is always understood
- 4 – Excels at communicating using the spoken word
- 3 – Spoken language is clear and is easily understood
- 2 – Spoken language is somewhat unclear or challenging to understand
- 1 – Spoken language is unclear or not easily understood

Vocal Variety

- 5 – Uses the tools of tone, speed, and volume to perfection
- 4 – Excels at using tone, speed, and volume as tools
- 3 – Uses tone, speed, and volume as tools
- 2 – Use of tone, speed, and volume requires further practice
- 1 – Ineffective use of tone, speed, and volume

Eye Contact

- 5 – Uses eye contact to convey emotion and elicit response
- 4 – Uses eye contact to gauge audience reaction and response
- 3 – Effectively uses eye contact to engage audience
- 2 – Eye contact with audience needs improvement
- 1 – Makes little or no eye contact with audience

Gestures

- 5 – Fully integrates physical gestures with content to deliver an exemplary speech
- 4 – Uses physical gestures as a tool to enhance speech
- 3 – Uses physical gestures effectively
- 2 – Uses somewhat distracting or limited gestures
- 1 – Uses very distracting gestures or no gestures

Audience Awareness

- 5 – Engages audience completely and anticipates audience needs
- 4 – Is fully aware of audience engagement/needs and responds effectively
- 3 – Demonstrates awareness of audience engagement and needs
- 2 – Audience engagement or awareness of audience requires further practice
- 1 – Makes little or no attempt to engage audience or meet audience needs

Comfort Level

- 5 – Appears completely self-assured with the audience
- 4 – Appears fully at ease with the audience
- 3 – Appears comfortable with the audience
- 2 – Appears uncomfortable with the audience
- 1 – Appears highly uncomfortable with the audience

Interest

- 5 – Fully engages audience with exemplary, well-constructed content
- 4 – Engages audience with highly compelling, well-constructed content
- 3 – Engages audience with interesting, well-constructed content
- 2 – Content is interesting but not well-constructed or is well-constructed but not interesting
- 1 – Content is neither interesting nor well-constructed

Plan

- 5 – Gives an exemplary speech using the communication plan as a guide and resource
- 4 – Effectively shares information from a well-organized communication plan
- 3 – Communicates all or part of a communication plan
- 2 – Communication plan appears incomplete or limited
- 1 – Does not communicate any part of a communication plan

Engagement

- 5 – Gives an exemplary informative speech about the planning process, including information about some aspect of the plan
- 4 – Fully engages audience while addressing the plan
- 3 – Speaks about the plan in an engaging way
- 2 – Addresses plan in a somewhat engaging way
- 1 – Has limited success addressing the plan in an engaging way