

## The Communicator Badge Rubric- Macklin Business Institute at Montgomery College

<p>The <b>COMMUNICATOR</b> expresses thoughts and ideas by effectively accomplishing the following <b>Dimensions</b>:</p>	<p>The COMMUNICATOR BADGE validates that the earner has demonstrated ability to articulate thoughts and ideas clearly and effectively in written and/or oral forms. The individual is able to obtain, interpret, and use knowledge, facts, and data in this process, and should demonstrate originality and inventiveness.</p>			
<p>Using syntax, grammar, and/or vocabulary appropriate to the context and modality.</p>	<p style="text-align: center;">Emerging</p> <p>Errors in syntax, grammar and/or vocabulary interferes with the successful communication of clear thoughts and ideas.</p>	<p style="text-align: center;">Developing</p> <p>General use of language to convey some thoughts and ideas with clarity in the context and modality. The language has some errors.</p>	<p style="text-align: center;">Competent</p> <p>Straightforward use of language to convey most thoughts and ideas appropriate to the context and modality. The language has few errors.</p>	<p style="text-align: center;">Accomplished</p> <p>Skillful use of language to successfully convey all thoughts and ideas clearly in the context and modality. Uses correct syntax, grammar, and/or vocabulary. Demonstrates creative use of language.</p>
<p>Ensuring messages are organized, clear, and consistent with any supporting material.</p>	<p>Messages lack organization and clarity. Messages are hard to follow. Difficulty connecting messages to the supporting material.</p>	<p>Messages are generally organized and lack some clarity. Some messages are difficult to follow. Implies the connection of the messages to the supporting material.</p>	<p>Generally clear communication and ideas that are fairly easy to follow and organized. Direct relationship to most supporting material and messages.</p>	<p>Clear communication of thoughts and ideas that are easy to follow and organized. Direct relationship between all supporting material and messages.</p>
<p>Tailoring the message and delivery method to the topic, audience, purpose, and context.</p>	<p>Message and delivery method are not tailored to the topic, audience, purpose and context. Material not engaging to the audience.</p>	<p>Evidence that some messages are tailored to the topic, audience, purpose and context. Not all of the material is engaging to the audience.</p>	<p>General demonstration that the message and delivery method are tailored to the topic, audience, purpose and context. Most of the material is engaging to the audience.</p>	<p>Demonstrates a deep understanding of and focus on the topic, audience, purpose and context. Demonstrates originality and creativity. Audience highly engaged.</p>

Reflecting on one's own messages and adjusting as appropriate.	Introduces an issue but its value and importance is unclear. Various stakeholders and the impact on each is not demonstrated.	Some urgency regarding the issue is approached with the impact to some stakeholders identified but the communication lacks a comprehensive understanding of those effected and the overall importance of the issue at stake.	The value and urgency of the issue is explained clearly. While some stakeholders impacted are identified, not all groups are recognized and/or the impact to each is not clear.	Develops the value and urgency of the issue and explains why audience should value the issue and demonstrates an understanding of how various stakeholders are impacted.
Critically analyzing others' messages.	Communication lacks significant research to support analysis of various messaging regarding the argument. Only one perspective is identified with little indication of any reflection on competing perspectives.	Utilizes some research to support the message communicated with some indication of challenges and drawbacks for stakeholders. Some competing perspectives are identified but not addressed in a manner that supports those challenges to the perspective of the communicator.	Utilizes some quality research in an effective manner to support message. There is some indication that competing perspectives are considered but the impact to the communicator's perspective is not fully developed.	Utilizes a range of quality research addressing supporting materials for message as well as any challenges or drawbacks impacting stakeholders in different ways. All perspectives are considered and identified as part of the communication.
Engaging diverse and competing perspectives and the ways they influence communication.	Communication lacks supporting research and/or the connection between the research and the arguments being made is unclear. Argument is narrow, lacking competing perspectives.	Communication includes some research but the connection to the argument being made is unclear. Communication focuses on one argument without recognizing competing perspectives and potential challenges.	Communication integrates research into argument. Demonstrates some analysis of research and how it relates to the argument. Integrates some competing perspectives.	Customizes communication to include effective arguments supported with quality research, as well as incorporating logical reasoning, ethical considerations, and emotional appeals.