

Scoring Rubric for Pitch Day – Instructions

Traits	5 – Excellent	4 – Very Good	3 – Adequate	2 – Limited	1 – Poor
Business Information	<ul style="list-style-type: none"> Main points are very clear and very detailed Information is directly linked to presentation topic Information is very organized 	<ul style="list-style-type: none"> Main points are clear and detailed Information is linked to presentation topic Information is well organized 	<ul style="list-style-type: none"> Main points are somewhat clear but could use more detail Most information is linked to the presentation topic Information is organized 	<ul style="list-style-type: none"> Main points are not clear and lack significant detail Some information is linked to the presentation topic Information is loosely organized 	<ul style="list-style-type: none"> Presentation lacks main points and related details Information lacks connection to the presentation topic Information is not organized
Nonverbal Communication	<ul style="list-style-type: none"> Speaker appears very comfortable and confident Speaker consistently faces the audience and maintains good eye contact Speaker consistently appears to be engaging with the audience Speaker uses body motions and gestures very effectively Speaker utilizes the room very effectively via movement 	<ul style="list-style-type: none"> Speaker appears fairly comfortable and confident Speaker generally faces the audience and maintains good eye contact Speaker generally appears to be engaging with the audience Speaker uses body motions and gestures well Speaker utilizes much of the room via movement 	<ul style="list-style-type: none"> Speaker appears generally at ease and confident Speaker sometimes faces the audience and maintains eye contact Speaker sometimes appears to be engaging with the audience Speaker's body motions and gestures neither support nor detract from presentation Speaker moves about some of the room 	<ul style="list-style-type: none"> Speaker appears uneasy and somewhat insecure Speaker rarely faces the audience or makes eye contact Speaker rarely appears to be engaging with the audience Speaker uses few body motions or gestures or has gestures or movements that distract the audience Speaker is mostly stationary 	<ul style="list-style-type: none"> Speaker appears very uneasy and insecure Speaker faces away from the audience or makes no eye contact Speaker appears disengaged from the audience Speaker lacks any body motions or gestures or demonstrates consistently distraction body motions or gestures Speaker is completely stationary
Quality of Verbal Communication	<ul style="list-style-type: none"> Speaker's voice is very confident, steady, strong, and clear Speaker consistently uses inflections to emphasize key points or to create interest Speaker's talking pace is consistently appropriate 	<ul style="list-style-type: none"> Speaker's voice is steady, strong and clear Speaker often uses inflections to emphasize key points and create interest Speaker's talking pace is mostly appropriate 	<ul style="list-style-type: none"> Speaker's voice is generally steady, strong and clear Speaker sometimes uses inflections to emphasize key points and create interest Speaker's talking pace is appropriate 	<ul style="list-style-type: none"> Speaker's voice is frequently too weak or too strong Speaker rarely uses inflections to emphasize key points and create interest or speaker sometimes uses inflections inappropriately Speaker's talking pace is often too slow or too fast 	<ul style="list-style-type: none"> Speaker's voice is consistently too weak or too strong Speaker fails to use inflections to emphasize key points and create interest or speaker often uses inflections inappropriately Speaker's talking pace is consistently too slow or too fast

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Overall	Visual Tools	<ul style="list-style-type: none"> • Visual aids are very creative, clear, and easy to read • Presentation is consistently enhanced by the visual tools 	<ul style="list-style-type: none"> • Visual aids are usually creative, clear, and easy to read • Presentation is often enhanced by the visual tools 	<ul style="list-style-type: none"> • Visual aids are reasonably creative, clear, and easy to read • Presentation is sometimes enhanced by the visual tools 	<ul style="list-style-type: none"> • Visual aids have limited creativity or clarity or are sometimes difficult to read • Presentation is not enhanced by the visual tools 	<ul style="list-style-type: none"> • Visual aids demonstrate no creativity or clarity and are often difficult to read • Presentation is weakened by the visual tools
	Presentation Effectiveness	<ul style="list-style-type: none"> • This was an exceptional presentation and extremely effective • I'd give you a 10 	<ul style="list-style-type: none"> • This was a very good presentation and very effective • I'd give you an 8 or 9 	<ul style="list-style-type: none"> • This presentation was good and effective • I'd give you a 6 or 7 	<ul style="list-style-type: none"> • This presentation was average and somewhat effective • I'd give you a 3, 4 or 5 	<ul style="list-style-type: none"> • This presentation was weak and not effective • I'd give you a 0, 1, or 2