
Stakeholder identification

Stakeholder relationships:

Context, purpose and audience:

Manner of presentation

Delivery of complex information

Use of sources:

	Demonstrates a thorough and creative understanding of context, audience, and purpose	Demonstrates adequate consideration of context, audience, and purpose	Does not demonstrate appropriate attention to context, audience, and purpose
	Message is skillfully delivered with a clear, concise and persuasive authority. Very professional.	Message is delivered in a clear and concise manner. Demonstrates consistent use of professional communication conventions.	Does not present the message in a clear or appropriate manner.
	Skillfully conveys complex information that is easily understandable by the targeted audience. Delivery engages and teaches.	Articulates complex information in an appropriate way that it can be understood by the targeted audience.	Does not synthesize complex information or deliver it in a manner that can be understood by the targeted audience.
	Demonstrates a skillful use of high quality, credible, relevant sources that enhance the communication.	Demonstrates a consistent use of credible and relevant sources that support the communication.	Does not appropriately or effectively use credible or relevant sources that support the communication.
