

# UNDERSTANDING OUR EVALUATION STANDARDS

Public speaking is a skill that grows with age, experience, and practice — which is why our evaluation process is designed to be both rigorous and fair. We assess every submission using our detailed rubric built around the three pillars of great public speaking:

**CONTENT** — What to say

**STRUCTURE** — How to organize it

**DELIVERY** — How to say it

Each pillar is evaluated and scored separately. Scores are then averaged to derive a percentage.

**70–89%= PASS**

**90%+ = PASS SUPERIOR**

**We want every student who puts in the work to have the chance to SUCCEED!**

Our goal is to measure each student's mastery of the material as objectively as possible. At the same time, we know that no two students are alike: A 9-year-old will demonstrate their skills differently than a 14-year-old, and students with special needs may require additional consideration. That's why our evaluators have the flexibility to award accommodation points — ensuring effort is recognized and limitations are considered as well as performance.

CONTENT		Structure	Deliver
TITLE			
Not Included-0 Included-1		1	
Quality and Creativity Poor/Fair-0 Good-1 Excellent-2	2		
HOOK			
Not Included-0 Included-1		1	
Quality and Creativity of Hook Content Poor/Fair-0 Good-1 Excellent-2	2		
Hook Memorized No-0 Yes-2			2
INTRODUCTION			
Personal Introduction Included No-0 Yes-1		1	
Topic Stated No-0 Yes-1		1	
Purpose Stated No-0 Yes-1		1	
Main Points Stated			
No Main Points Stated-0 Main Points Stated With Details-1 Main Points Stated with No Details-2		2	
Included Brief Statement About Speaker's Interest/Experience with Topic No-0 Yes-1		1	
Quality and Creativity of Introduction Content Poor/Fair-0 Good-1 Excellent-2	2		
Introduction Memorized No-0 Yes-2			2
Transition Word/Phrase from Intro to Body No-0 Yes-1		1	
Quality and Creativity of Transition Content Poor/Fair-0 Good-1 Excellent-2	2		
BODY			
Specifically Addressed Main Points from introduction			
1 Main Point Addressed-1 2 Main Points Addressed-2 All Main Points Addressed-3		3	
Stayed on Topic and Main Points No/Fair-0 Good-1 Excellent-2	2		
References Included (in Body or at End) None-0 1-2 References-1 3+ References-2	2		
Overall Quality and Creativity of Body Content Poor/Fair-0 Good-1 Excellent-2	2		
Included Transition Words/Phrase Between Main Points #2, #3 (and if, #4)			
None-0 1 Transition-1 2+ Transitions-2		2	
Quality and Creativity of Transitions Content Poor/Fair-0 Good-1 Excellent-2	2		
Body Memorized No-0 Yes-2			2
Transition Word/Phrase from Body to Conclusion No-0 Yes-1		1	
Quality and Creativity of Transition Content None/Fair-0 Good-1 Excellent-2	2		
CONCLUSION			
Restated/ Summarized Main Points			
No Restatement-0 Restated with Some Details-1 Restated Main Points with Minimal Details- 2		2	
Quality and Creativity of Conclusion Content Poor/Fair-0 Good-1 Excellent-2	2		
Conclusion Memorized No-0 Yes-2			2
CLOSING DEVICE			
Not Included-0 Included-1		1	
Quality and Creativity of Closing Device Content Poor/Fair-0 Good-1 Excellent-2	2		
Closing Device Memorized No-0 Yes-2			2
DELIVERY			
Appearance Not Appropriate-0 Appropriate-1 Enhancing-2			2
Posture/Poise/Confidence Poor/Fair-0 Good-1 Excellent-2			2
Eye Contact Poor/Fair-0 Good-1 Excellent-2			2
Facial Expressions Poor/Fair-0 Good-1 Excellent-2			2
Gestures & Movement Poor/Fair-0 Good-1 Excellent-2			2
Nervous Habits Several-0 Some-1 None-2			2
VERBAL SKILLS			
Volume Too Soft/Too Loud-0 Good Balance-1 Excellent Balance-2			2
Inflection None/Too Much-0 Good Usage-1 Excellent Usage-2			2
Enunciation Poor/Fair-0 Good-1 Excellent-2			2
Speed Too Slow/Too Fast-0 Good Pacing-1 Excellent Pacing-2			2
Pause None- 0 Good Use- 1 Excellent Use- 2			2
Verbal Fillers Many Used-0 Some Used-1 None Used-2			2
Content- Overall Impression for Age Poor/Fair-0 Good-1 Excellent- 3	3		
Structure- Overall Impression for Age Poor/Fair-0 Good- 1 Excellent-2		2	
Delivery- Overall Impression for Age Poor/Fair-0 Good- 2 Excellent-4			4
Total Possible Scores	25	20	38
Sub-Total Student Scores	25	20	38
Accommodation Points- Any Category 1-3	0	0	0
Total Student Scores	25	20	38
Category Percentage Scores	100.00%	100.00%	100.00%
Category Percentage Scores Average			100.00%
Ranking Fail (0-69.99%) Pass (70-89.99%) Pass Superior (90-100%)			Pass Superior
Comments:			

This form may not be used or reproduced without express written permission from KidTalks Public Speaking Academy.