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| **Rubric for Scoring Speeches** | **Shallow** | **Adequate** | **Outstanding** | **Points** |
| **Preparedness**   * Candidate is prepared * Candidate knows content without sounding too rehearsed * Candidate displays confidence * Candidate has appropriate SkillsUSA attire * Candidate conducts self in a professional manner | **0-3** | **4-7** | **8-10** |  |
| **Content**   * Candidate clearly states qualifications for state office * Candidate expresses why he/she desire to serve as a state officer * Reasons for seeking state office are appropriate and supported with stories and examples including personal stories * Is presented in an interesting way that engages listener * Content is appropriate for the purpose of the speech | **0-3** | **4-7** | **8-10** |  |
| **Organization**   * Introduction captures the listener’s interest * Main points are clearly stated and supported * Conclusion summarizes main points in an interesting manner * Conclusion leaves a memorable impact * Sentence structure and word choice are appropriate and interesting | **0-3** | **4-7** | **8-10** |  |
| **Delivery**   * Speaks clearly and appropriately * Uses appropriate eye contact * Uses tone, expression, speed and volume as tools to make speech interesting and highlight main points * Uses gestures to emphasize main points and draw audience into the presentation * No gaps or “dead air” are present in delivery | **0-3** | **4-7** | **8-10** |  |
| **Personal Energy**   * Candidate energizes the room with the presentation * Candidate uses body language and facial expressions to convey energy and support points in the presentation * Candidate is comfortable with audience * Candidate makes a connection with all audience members * Candidate demonstrates energy appropriate for state SkillsUSA officer | **0-3** | **4-7** | **8-10** |  |
|  |  |  | **Total Points** |  |