



**Empower Your Pitch
Pitch Evaluation Rubric**

Metric	3-Accomplished	2-Developing	1-Beginning
Speech	<p>Highly Persuasive</p> <p>Pitch makes use of words in a highly persuasive way. Strategic forms of speech, which may include descriptions, storytelling, arguments, the framing of questions, analogies, or other approaches to using words were clear, complete, and convincing.</p>	<p>Moderately Persuasive</p> <p>Pitch makes use of words in a moderately persuasive way. Forms of speech incorporated, including descriptions, storytelling, arguments, the framing of questions, analogies, or other approaches to using words lacked full clarity, were partially complete, and were somewhat convincing.</p>	<p>Insufficiently Persuasive</p> <p>The pitch's use of words was minimally persuasive or unpersuasive. Forms of speech incorporated, including descriptions, storytelling, arguments, the framing of questions, analogies, or other approaches to using words were unclear, incomplete, and unconvincing.</p>
	_____/ 3 Points		
	<p>Very Concise</p> <p>The pitch's use of words was precise, concise, and efficient throughout. Economy of words to convey substance emerges as a clear strength.</p>	<p>Moderately Concise</p> <p>The pitch's use of words was moderately precise, concise, and efficient throughout. Parts of the pitch may have been further condensed or lengthened.</p>	<p>Not Concise</p> <p>The pitch's use of words was imprecise, not concise, and generally inefficient. Parts or all of the pitch were wordy and/or circuitous.</p>
	_____/ 3 Points		
	<p>Accessible / No Jargon</p> <p>The pitch makes use of a common and widely accessible vocabulary. It does not incorporate academic jargon.</p>	<p>Moderately Accessible / Some Jargon</p> <p>The pitch generally incorporates a common and accessible vocabulary, but may include some academic jargon.</p>	<p>Inaccessible / Jargon Heavy</p> <p>The pitch relies mostly on academic jargon and specialized terminology, rather than a common and accessible vocabulary.</p>
	_____/ 3 Points		

Points Total	_____ / 9 Points		
Structure	<p><i>Very Well-Organized & Logical</i></p> <p>Each component of the pitch follows a clearly organized, logical sequence. Connections between components are fully articulated and expressed.</p>	<p><i>Moderately Well-Organized & Logical</i></p> <p>Each component of the pitch follows a somewhat organized, logical sequence. Connections between some components may not be fully articulated or expressed.</p>	<p><i>Not Well-Organized & Logical</i></p> <p>The pitch lacks clear organization and a logical sequence. Connections between components are minimally articulated or expressed.</p>
	_____ / 3 Points		
	<p><i>Very Relevant</i></p> <p>The pitch's components are organized according to their level of relevance to non-specialist listeners.</p>	<p><i>Moderately Relevant</i></p> <p>The pitch's components are moderately organized according to their level of relevance to non-specialist listeners. Some elements elaborated upon may be less relevant to non-specialists.</p>	<p><i>Not Relevant</i></p> <p>The pitch's components are not organized according to their level of relevance to non-specialist listeners. Many elements elaborated upon are not relevant to non-specialists.</p>
	_____ / 3 Points		
	<p><i>Very Well-Balanced</i></p> <p>Each component of the pitch is well-balanced and paced. Economy of time on each aspect of the pitch emerges as a clear strength.</p>	<p><i>Moderately Well-Balanced</i></p> <p>Most components of the pitch are well-balanced and paced; some components may have been ideally condensed or lengthened.</p>	<p><i>Not Well-Balanced</i></p> <p>The pitch generally lacks effective balance and pacing; the timing of individual components is too long or short.</p>
	_____ / 3 Points		
Points Total	_____ / 9 Points		
Research	<p><i>Well-Conveys Research Value</i></p> <p>The pitch effectively conveys the value of the research, expressing its importance and relevance within its context.</p>	<p><i>Conveys Research Value</i></p> <p>The pitch moderately conveys for the value of the research, somewhat expressing its importance and relevance within its context.</p>	<p><i>Does Not Clearly Convey Research Value</i></p> <p>The pitch does not clearly convey the value of the research; its importance and relevance in context are not expressed.</p>
	_____ / 3 Points		

	Well-Explains Research Essence The pitch effectively explains the core essence of research, making its central idea(s) apparent.	Explains Research Essence The pitch explains the core essence of research moderately effectively; its central ideas(s) may not be fully apparent.	Does Not Explain Research Essence The pitch does not effectively explain the core essence of the research; its central ideas(s) are not apparent.
_____/ 3 Points			
	Very Effectively Describes Examples The pitch effectively describes research-based examples in accessible terms to non-specialist listeners.	Describes Examples The pitch describes research-based examples in accessible terms to non-specialist listeners somewhat effectively; some terms may be less accessible.	Does Not Clearly Describe Examples The pitch describes research-based examples in terms that are largely inaccessible to non-specialist listeners.
_____/ 3 Points			
Points Total	_____/ 9 Points		
Pitch Total	_____/ 27 Points		

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