

Standard #7: Communications: Ability to write, speak and present well (Measure of goal attainment: Presentations, instructional practices and materials that show focus, purpose, accuracy, and effectiveness.) **Suggested Measures of Goal Attainment**

Elements	Distinguished	Proficient	Marginal	Unsatisfactory	Suggested Measures of Goal Attainment
7.1 Presenting written materials at time of hire that reflect appropriate writing style technique and skills for communication with parents and students	Shows sharp, clear, focus and writer's purpose.	Shows good focus and writer's purpose.	Show minimal, vague focus.	Lacks focus.	A collection of materials that are focused, accurate, effective and are geared toward an intended audience.
	Consistently writes with sophisticated ideas that are well written and grammatically correct with no spelling and usage errors.	Exhibits well developed general writing skills and is well organized with few grammatical, spelling, usage and mechanical errors.	Contains some mechanical, spelling, and usage errors that sometimes interfere with the writer's purpose.	Contains numerous mechanical and usage errors that seriously interfere with the writer's purposes.	
	Shows precision and variety in sentence structure and word choice.	Contains some precision and variety in sentence structure and word choice.	Demonstrates moderate control over sentence structure and word choice but has limited sentence variety.	Lacks control over sentence structure and work choice.	
	Is thorough, complete, highly effective, and appropriate for intended audience.	Is effective and appropriate for intended audience.	Is partially effective and appropriate for intended audience.	Is effective and inappropriate for intended audience.	
7.2 Making an effective presentation utilizing technology, overlays, charts, graphs and other resource materials	Is highly effective in making a point when speaking.	Is effective in making a point when speaking, is at ease, is interesting and easy to follow.	Is somewhat effective in making a point when speaking, is ill at ease, uninteresting, and/or hard to follow.	Cannot make point when speaking.	A copy of the presentation, teacher observations that integrate resource materials.
	Has thoroughly and effectively integrated a variety of technology and resource materials into the presentation.	Has appropriate integration of resource materials in presentation.	Uses limited range of venues for classroom presentations.	Uses no visual resource materials in presentation.	
7.3 Communicating in a clear, concise, well planned manner	Demonstrates excellent and well-developed speaking skills as evidenced by highly effective volume, variance, projection and organization.	Demonstrates effective speaking skills as evidenced by appropriate volume, variance, projection, and organization.	Demonstrates minimal speaking skills as evidenced by limited volume, variance, projection, and organization.	Demonstrates inadequate speaking skills as evidenced by lack of volume, variance, projection, and organization.	Teacher observation, parent feedback, and video of teacher.