Rubric for Final Team Presentation
Energy, Environment and Society

Please check: http://libraries.mit.edu/tutorials/general/write.html or the Mayfield Handbook in printed form available at the MIT Libraries. Section and page references are given below to the online and print versions, respectively.

Points (total: 100)

A. Content   50

See Mayfield on Consulting Reports (Section 2.4.5, pp. 95-105)

- ◙ 1 Introduction
    - – Name of team and its members
    - – Title of presentation, date and objective or purpose
    - – Forecast key elements of talk (i.e., Have a road map for the audience).
- ◙ 2. Body
    - – Rationale for Project
    - – Project Methodology
    - – Findings, (including data summary, analysis and key assumptions)
    - – Recommended Future Community Activities or Action Items
- ◙ 3.. Conclusion
    - – Summary of Findings
    - – Key Recommendations and/or Next Steps
- ◙ 4. Questions and Answers

B. Slide Design   35

See Mayfield on developing figures and tables (Section 4, pp. 203-226)

- ◙ Keep slides neat and simple
    - – Make text large and readable; use sans serif fonts like Ariel and Helvetica
    - – Remember that empty or white space chunks information
    - – Minimize gimmicks that distract from message
    - – Use dark colors on light backgrounds and vice versa
    - – Avoid combining red, green and brown or using "hot" backgrounds
- ◙ Limit the number of slides so that each can receive approximately a minute

◙ Keep words to a minimum
◙ Avoid PowerPoint templates
◙ Link key points visually
◙ Blend text, tables and figures appropriately
  – Text works better for ideas and for qualitative material
  – Tables
    • For exact quantities (round to nearest significant figure)
    • Appropriate data density
    • Accuracy critical
  – Figures
    • For patterns and trends
    • Apply Michael Alley's "assertion to evidence" strategy
    • Be sure that the slide supports the assertion with images, words and, as appropriate, numbers

C. Delivery and Professionalism   15

See Mayfield on delivering talks (Section 2.10.4, pp. 156-158)

◙ Maintain professional persona
  – Use professional vocabulary with as little jargon as possible
  – Establish pleasant, friendly facial expressions
  – Stand straight and maintain eye contact throughout the room
  – Be comfortable with using the microphone
  – Avoid vocal ticks (expressions such as ah, um, like, basically, etc.)
  – Use silence to emphasize the points that follow it
  – Dress in "business casual" attire
◙ Link movement and message
◙ Be comfortable in your role
  – Speak extemporaneously
  – Use slides as notes, but avoid reading them
  – Rehearse by having someone time you
  – Pay attention to time signals at two-minute, one-minute, and stop warnings
◙ Stay in the moment . . .
  – When you are presenting
  – When others on your team are presenting
◙ Prepare for the question and answer session
  – Use opportunity to add more detail on important points
  – Anticipate likely questions
    • Have responsive slides in your back pocket
    • Practice having someone challenge you
  – Remember to collaborate with audience