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

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

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