<table>
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<th>Performance Level</th>
<th>Description</th>
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| Exemplary             | 1. Models inclusive communication and seeks continual feedback to verify effectiveness and areas for improvement. Practices active listening.  
2. Clearly identifies the purpose and focuses the communication on the purpose.  
3. Writes professional communications that are clear, concise, and grammatically correct, and free of spelling errors.  
4. Understands the audience and adjusts communication accordingly.  
5. Speaks with a clear voice and consistent greeting; being polite and provide quality customer service.  
6. Asks clarifying questions and paraphrase to ensure understanding. |
| Proficient             | 1. Uses appropriate communication methods that foster dialogue and productive outcomes.  
2. Clearly identifies the purpose and focuses the communication on the purpose.  
3. Communication is grammatically correct, demonstrates knowledge, and flows well. Limited errors.  
4. Understands the audience and adjusts communication most of the time.  
5. Polite and provides quality customer service.  
6. Asks questions to ensure understanding. |
| Competent              | 1. Verifies understanding of others’ perspectives and considers impact of different communication methods.  
2. Identifies the purpose. Most of the communication is appropriate to the purpose.  
3. Communication is often grammatically correct, demonstrates knowledge, and flows well. Some errors.  
4. Sometimes understands the audience and adjusts communication accordingly.  
5. Provides good customer service.  
6. Open to feedback, but limits questions. |
| Needs Improvement      | 1. Recognizes the benefits and limitations of different communication methods.  
2. Understands the importance of listening and composing clear messages that include providing ideas and supporting information suitable to different audiences and purposes.  
3. Communication is often grammatically correct and demonstrates knowledge. Noticeable errors.  
4. Rarely understands the audience and does not adjust communication accordingly.  
5. Needs guidance on customer service.  
6. Limited questions and rarely open to feedback. |
| Inadequate             | 1. Does not exhibit appropriate communication skills for role.  
2. **Does not** understand the importance of listening and composing a clear message.  
3. Many grammatical errors. Uses language that sometimes impedes meaning because of errors in usage.  
4. Does not understand the audience and does not adjust communication accordingly.  
5. Rarely asks questions and is not open to feedback. |