

### Written Communication Example Rubric

Level of Accomplishment	Expert (Graduate or Professional Level Work)	Outstanding (Above Average)	Meets Expectation (Average Performance Level)	Below Expectation	Information Not Present
	Rarely but occasionally seen in an undergraduate student	Met the expectation but also extremely well done	50-70% of Students should Score Here	(Promising, but not quite there)	This could be due to the responder or poor fit of the assignment
<p><b>SLO #1 – Audience Awareness &amp; Organization</b></p> <p>Students will write in an engaging, effectively organized style that enhances the reader’s understanding of the topic</p>	<p>Main points are addressed and asserted with a high-degree of audience awareness and intellectual development.</p> <p>Writer artfully/creatively engages the reader. Topics are presented in an organized manner and transitions are seamless. Writing demonstrates an effective pattern of organization that facilitates the reader’s understanding. No structural problems.</p>	<p>Main points are clearly stated and well advanced. Writing is concise and organized.</p> <p>Writing skillfully engages the reader &amp; enhances the reader’s understanding of the various topics addressed. No structural problems.</p>	<p>Main points are well stated and developed. Ideas are expressed clearly. Writing is engaging. Writing follows an appropriate and effective pattern of organization and is easily understood by the reader. Very few if any structural problems.</p>	<p>Writing allows the reader the ability to understand ideas, though there may be occasional points of confusion. Structural problems may occasionally hinder the reader’s understanding. Main points are stated, but may not always be stated clearly or effectively.</p>	<p>Information not present.</p>
<p><b>SLO #2 – Evidence &amp; Analysis</b></p> <p>Students will provide substantial supporting evidence, insightful analysis, synthesis, and critique of the subject</p>	<p>Writer asserts insightful, superb analysis, synthesis, and logical critique of the subject. Presents an organized and extensive analysis, connecting ideas in a sophisticated and logical manner. Statements tactically supported with convincing evidence.</p>	<p>Writer provides excellent and well articulated analysis, synthesis, and critique of the subject. Presents a well-focused analysis, connecting ideas in a sensible manner. Statements substantially supported with compelling evidence.</p>	<p>Writing is cogent, with insightful analysis. Ideas are connected and synthesized logically. There is a well demonstrated critique of the subject matter. Statements are effectively supported with relevant evidence.</p>	<p>Writing contains analysis, though it may sometimes be a bit superficial and not consistently supported with relevant evidence.</p> <p>Fails to connect ideas logically.</p>	<p>Information Not Present</p>

<p><b>SLO #3 – Sources &amp; Documentation</b></p> <p>Students will use a variety of resources to support ideas, consistently employing a standard documentation style</p>	<p>Writer adeptly uses appropriate materials from a variety of resources to create new ideas.</p> <p>Consistently employs a standard documentation style with no errors.</p>	<p>Writer synthesizes appropriate materials from a variety of credible sources to support ideas.</p> <p>Consistently employs a standard documentation style with no errors.</p>	<p>Writer integrates materials from a variety of credible sources to support ideas.</p> <p>Employs a standard documentation style with few errors.</p>	<p>Adequately uses resources, though there may be room for improvement.</p> <p>Standard documentation style is employed, but there may be some inconsistencies or errors.</p>	<p>Information Not Present</p>
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