### Written Communication

#### PROGRAM ASSESSMENT RUBRIC

<table>
<thead>
<tr>
<th>Criteria</th>
<th>4-Accomplished</th>
<th>3-Competent</th>
<th>2-Developing</th>
<th>1-Beginning</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Audience/Tone</strong></td>
<td>Precisely demonstrates recognition of audience and sets relevant tone. Engages an audience effectively.</td>
<td>Demonstrates recognition of audience and sets relevant tone most of the time.</td>
<td>Is inconsistent in recognition of audience and setting of relevant tone.</td>
<td>Fails to demonstrate recognition of audience and/or set relevant tone.</td>
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<tr>
<td><strong>Organization</strong></td>
<td>Fairly and accurately synthesizes sources and integrates relevant information, with significant depth and breadth.</td>
<td>Fairly and accurately synthesizes sources and integrates relevant information.</td>
<td>Synthesizes sources and integrates relevant information, but is not always fair and/or accurate.</td>
<td>Does not synthesize sources and/or integrate relevant information.</td>
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<tr>
<td><strong>Cohesion</strong></td>
<td>Organization is clear and logical (parts make sense together; no contradictions). Organization is creative and engaging.</td>
<td>Organization is clear and logical (parts make sense together; no contradictions)</td>
<td>Organization is mostly clear and logical (most parts make sense together, may be some contradictions).</td>
<td>Organization is not clear and/or logical (parts do not make sense together and/or there are many contradictions).</td>
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<tr>
<td><strong>Control of Written Language</strong></td>
<td>Writing is clear, accurate, and precise virtually all of the time. Elegant sentence structure; fluid integration of terms.</td>
<td>Writing is clear, accurate, and precise most of the time.</td>
<td>Writing is clear and accurate some of the time. May have some awkward sentences.</td>
<td>Writing is rarely clear and/or accurate. May have many awkward sentences.</td>
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<tr>
<td><strong>_word_choice/vocabulary</strong></td>
<td>Uses accurate, relevant, and precise vocabulary virtually all of the time.</td>
<td>Uses accurate and relevant vocabulary most of the time.</td>
<td>Limited use of accurate and relevant vocabulary.</td>
<td>Rarely uses accurate and/or relevant vocabulary.</td>
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<tr>
<td><strong>Surface Features</strong></td>
<td>Nearly error free, accurate use of punctuation, grammar, capitalization, relevant citation format, etc.</td>
<td>Accurately uses punctuation, grammar, capitalization, relevant citation format, etc. with minor or minimal errors that do not interfere with clarity.</td>
<td>Major and/or frequent errors in use of punctuation, grammar, capitalization, relevant citation format, etc. Errors sometimes interfere with clarity.</td>
<td>Major and/or frequent errors in use of punctuation, grammar, capitalization, relevant citation format, etc. Errors often interfere with clarity.</td>
</tr>
<tr>
<td><strong>Information Literacy</strong></td>
<td>Selects relevant, accurate, appropriate, and significant sources.</td>
<td>Selects relevant, accurate, and appropriate sources.</td>
<td>Selects some relevant, accurate, and appropriate sources.</td>
<td>Selects virtually no relevant, accurate, and/or appropriate sources.</td>
</tr>
</tbody>
</table>

*Elder & Paul (2007) intellectual standards are italicized in table, and defined on next page.*
Applying the Intellectual Standards

**Clarity:** Understandable; the meaning can be grasped
  **Feedback:** Could you elaborate further? Could you give an example? Could you illustrate what you mean?

**Accuracy:** Free from errors or distortions; true
  **Feedback:** How could we check on that? How could we find out if that is true? How could we verify or test that?

**Precision:** Exact to the necessary level of detail
  **Feedback:** Could you be more specific? Could you give more details? Could you be more exact?

**Relevance:** Relating to the matter at hand
  **Feedback:** How does that relate to the problem? How does that bear on the question?
  How does that help us with the issue?

**Depth:** Containing complexities and multiple interrelationships
  **Feedback:** What factors make this a difficult problem? What are some of the complexities of this question?
  What are some of the difficulties we need to deal with?

**Breadth:** Encompassing multiple viewpoints
  **Feedback:** Do we need to look at this from another perspective? Do we need to consider another point of view?
  Do we need to look at this in other ways?

**Logic:** The parts make sense together; no contradictions
  **Feedback:** Does this all make sense together? Does your first paragraph fit in with your last?
  Does what you say follow from the evidence?

**Significance:** Focusing on the important; not trivial
  **Feedback:** Is this the most important problem to consider? Is this the central idea to focus on?
  Which of these facts are most important?

**Fairness:** Justifiable; not self-serving or one-sided
  **Feedback:** Do you have any vested interest in this issue?
  Are you sympathetically representing the viewpoints of others?