

Competency: To communicate and interact productively with a diverse and changing workforce and citizenry.

Learning Goal: Prepare clear, concise, well-organized, accurate and persuasive written materials that are tailored to an audience's level of experience and needs.

Focal Area	Excellent (4)	Good (3)	Poor (2)	Fails to meet requirements (1)
Organization	Logically ordered at all levels (subsections, paragraphs, sentences). Clearly organized into relevant and distinct subsections.	Overall reasonably ordered, but some sections may lack order or be illogically ordered.	Little organization or structure.	No organization or structure.
Argument	Argument is cogent, clear, logical, and tight.	Argument is mostly clear and logical.	Argument is dispersed, unclear or vague.	No discernable argument.
Writing Style and Rhetoric	Writing style is elegant, succinct, or otherwise very effective.	Writing style is clear and professional, fairly succinct or otherwise fairly effective.	Writing style is pedestrian, has unnecessary repetition or is moderately effective.	Writing is quite unprofessional and/or otherwise very ineffective, a lot of unnecessary repetition.
	Identifies an appropriate audience and consistently meets that audience's needs and expectations.	Identifies an appropriate audience and usually meets that audience's needs and expectations.	Identifies an appropriate audience and sometimes meets that audience's needs and expectation.	Does not demonstrate awareness if an appropriate audience.
	Uses appropriate vocabulary and tone. Uses technical terms correctly and when necessary.	Vocabulary and technical terms generally used correctly, and tone generally appropriate.	Vocabulary, technical terms, and tone sometimes misused or inappropriate.	Vocabulary and tone completely inappropriate.
Evidence	Uses compelling and appropriately selected case evidence very effectively.	Generally uses compelling and appropriately selected case evidence	Could make more and/or more effective use of case evidence.	Uses little or no case evidence or completely misuses case evidence.
Spelling and Grammar	Has no spelling errors; very minor or no grammar or punctuation errors.	Has few minor spelling, grammar, or punctuation errors.	Has more than a few minor and/or some major spelling, grammar, or punctuation errors.	Overall poor command of spelling, punctuation, and grammar.