

Rubric for Assessment of the Personal Essay [24]

	4	3	2	1
INTRODUCTION Anecdote Idea Background/History	Well-developed introduction engages the reader and creates interest. Contains detailed background information. States purpose of personal essay	Introduction creates interest. Sufficient background information is provided. Purpose present but not clear.	Introduction adequately explains the background, but may lack detail. Purpose unrelated or not present	Background details are a random collection of information, unclear, or not related to the topic. Lacks mention of purpose.
CONCLUSION Repeats purpose Significance of admission	Conclusion effectively wraps up. Reiterates why the candidate is interested in the program	Conclusion effectively summarizes topics. Mentions interest in program lacks conviction/ persuasion	Conclusion ties up some loose ends candidate's interest in the program is unclear	Conclusion is sketchy and provides no reasons Interest in program not mentioned
MAIN POINTS Body Paragraphs Relevant academic experience Relevant Personal experience Relevant work/internship experience	Appropriate information and details are shared from a variety of sources including personal experiences, observations, and prior knowledge. Supporting details are accurate, relevant, clarifying the main idea(s).	Shares relevant information, facts and experiences. A clear distinction between general observations and specifics. Supporting details are relevant and explain the main idea.	Some information is shared, facts and experiences are missing links, may show problems going from general observations to specifics.	Stronger support and greater attention to details would strengthen the paper. Details are missing or repetitious.
COHESION Structure Transitions	Logical progression of ideas with a clear structure that enhances the purpose. Transitions are strong linking ideas	Logical progression of ideas exist in two or three paragraphs. Transitions show some link	paragraphs show some logical connection Transitions are intermittent	Ideas are irrelevant Connections between ideas is incomplete
CREATIVITY Shows individual style Reader's awareness	Instantly grabs the reader's interest and provides a convincing essay	Some instances are interesting and convince the reader to some extent.	Some interesting details is used to convince the reader	Is not interesting and provides little or no interest for the reader
MECHANICS Spelling, punctuation, capitalization	Provides a flawless paper	Punctuation, spelling, capitalization are generally correct, 2-3 errors.	4-5 in punctuation, spelling, capitalization.	Distracting errors in punctuation, spelling, capitalization.