SCORING RUBRICS FOR PROFESSIONAL WRITING

Strategy/Purpose: Does the document meet its intended objective?

Well done | Objective of the document is easily identified; content supports objective
Acceptable | Objective is not immediately clear; some additional content needed to support objective
Some Weaknesses | Objective is difficult to determine; additional content needed to support objective
Problematic | Objective cannot be determined

Strategy/Audience: Does the document address the intended audience?

Well done | Content, structure, and language of document geared to intended audience
Acceptable | Document is missing some content required by audience; some language used inappropriately (e.g., unfamiliar jargon, too much jargon)
Some Weaknesses | Document is missing a substantial portion of content required by audience; uses some inappropriate or ineffective language
Problematic | No organization apparent; content of document reflects interests of writer but not of audience; inappropriate use of language

Structure: Does the organization reflect the purpose of the document and the needs of the audience?

Well done | Subsections thematically coherent and accomplish their intended functions; document organized according to readers' needs; relationship between ideas clear
Acceptable | Coherence or function of subsections weaker; organization is evident but may be undermined by weak transitions or occasional digressions
Some Weaknesses | Subsections are not logical or do not accomplish their intended function; organization is confusing or unclear
Problematic | No discernible organization; thoughts in random order without connections between them

Support/Evidence: Is the evidence used to support the argument concrete, relevant, credible, accurate, and sufficient?

Well done | Argument is clearly supported by accurate evidence considered credible by the audience; sufficient detail to support the main points of the document
Acceptable | Many details support argument, but some are not fully elaborated or sufficiently specific; some evidence not relevant
Some Weaknesses | Some evidence is provided, but data is not fully explained, relevant to the argument, or credible; important pieces of evidence have not been included; some data inaccurate
Problematic | Little or no data to support the main ideas of the argument; much of the data is inaccurate

Coherence: Do sentences in paragraphs relate to one another in a logical way? Are relationships between paragraphs easily discernible?

Well done	Paragraphs are internally consistent (i.e., one idea/theme runs through paragraph); transitions between paragraphs allow reader to easily follow thread of argument
Acceptable	A few paragraph lack internally consistency; a few weak or unclear transitions
Some Weaknesses	Many paragraphs lack internally consistency; many transitions are weak or used inappropriately
Problematic	Main idea in most paragraphs cannot be identified; paragraphs have little or no discernible relationship to one another

Clarity/Conciseness: Are sentences structurally correct, succinct, and easy to understand?

Well done	Sentences flow smoothly, are structurally correct, and convey the intended meaning; no wordiness
Acceptable	Five percent or less of sentences are awkward, incorrectly constructed, or wordy
Some Weaknesses	Six to ten percent of sentences are awkward, incorrectly constructed, or wordy
Problematic	More than 10 percent of sentences are awkward, incorrectly constructed, or wordy

Formatting: Are formatting elements used appropriately to strengthen the document?

Well done	Formatting elements organize and highlight ideas as needed; formatting elements are used consistently throughout the document
Acceptable	Formatting elements do not always support main points; elements are used consistently throughout
Some Weaknesses	Formatting elements often do not support main points; elements are not always used consistently
Problematic	Formatting elements are confusing or inconsistent; lack of any formatting

Use of Tables and Graphs: Are tables and graphs used effectively?

Well done	Tables and graphs are included to support key parts of the argument, are designed for easy comprehension, and are placed appropriately
Acceptable	Table and graphs are not always tied to the key points of the argument; design makes it somewhat difficult for reader to interpret data
Some Weaknesses	Tables and graphs are disconnected from key points of the argument; design makes it difficult for reader to interpret data; table or graph is not placed in the optimum position in relation to text
Problematic	Table and graphs are disconnected from key points of the argument; design makes it impossible for the reader to interpret data; crucial tables or graphs are missing; table and graphs not germane to the argument are included

Mechanics: Are there grammar, punctuation, or spelling errors?

Well done	No grammar, punctuation, or spelling errors
Acceptable	No more than three grammar, punctuation, or spelling errors
Some Weaknesses	Four to six grammar, punctuation, or spelling errors
Problematic	Seven or more grammar, punctuation, or spelling errors

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