Written Communication Common Rubric

Goal: Our students will be able to convey information and ideas effectively.

Objective: Students will convey information and ideas in well-written business reports

Trait	Does not meet expectations	Meets expectations	More than meets expectations
Purpose and audience is addressed *(a)*	Demonstrates minimal attention to purpose and audience: purpose is not clear to reader, or writing is inappropriate for audience	Demonstrates an awareness of purpose and audience: purpose is generally clear to reader and audience is addressed in a generally acceptable manner.	Writing consistently: maintains focus on purpose and appropriately addresses audience.
Organization of ideas and content is logical *(b)*	Organization of ideas and content is ineffective and/or unfocused: paragraphs are not coherent and/or transitions are lacking.	Organization of ideas and content contributes to understanding: Paragraphs contain coherent ideas; transitions are used between most ideas.	Organization of ideas and content clearly create understanding: Paragraphs contain coherent ideas which are effectively connected with transitions. Writing is very focused and concise, with clear introduction and conclusion.
Content/ideas are developed *(c)*	Content is used to identify only ideas that are obvious	Content is used to explore ideas.	Content is used to convey depth of ideas.
Sources or evidence support ideas *(d)*	Uses minimal evidence to support ideas and/or does not cite sources.	Uses evidence to support ideas and/or cites sources but some inconsistencies exist	Uses evidence to thoroughly support ideas and consistently cites sources appropriately
Genre or disciplinary rules are followed *(e)*	Use of important conventions is inconsistent	Demonstrates consistent use of most important conventions particular to a specific discipline and/or writing task(s)	Demonstrates consistent use of all conventions particular to a specific discipline and/or writing task(s)
Grammar, spelling and syntax is correct *(f)*	Meaning of language is impeded due to errors	Language has few errors	Language conveys ideas succinctly and is nearly error free.

Revised Aug 1, 2012