Competency Rubric

Core Competency Scoring Rubric

Communication-Writing - COMW3

COMW3 Message Clarity: Communication – COMW3 Message Clarity – Students will use language effectively in their writing and speaking with varied sentence structure and word choice appropriate to audience and situation

Table 1: Caption

Level	Description
4 - Advanced Advanced performances exceed the expectations for Ferris graduates. This work shows an effective and well-developed response to the learning outcome. These students represent the strongest fraction of our graduates.	Advanced: Demonstrates creative or innovative uses of language, including word choice and masterful style-based crafting of sentence structure to create engaging texts for specific discourse communities.
3 - Proficient Proficient performances meet the expectations for Ferris graduates. This work demonstrates a sufficient response to the learning outcome with regard to scope and accuracy. All students are expected to attain this level of ability by graduation.	Proficient: Demonstrates appropriate use of voice, tone, and language conventions of professional discourse communities and multiple media
2 - Progressing Developing performances approach the expectations for Ferris graduates. Although this work is more accomplished than that of novices, the scope and accuracy of the response does not yet satisfactorily address the learning outcome. This should be true of most first and second year students.	Progressing: Demonstrates effective control of voice, tone, and language conventions appropriate for academic audiences and multiple media.
1 - Beginning Beginning performances do not meet the expectations for Ferris graduates. This work exhibits a novice level of ability with regard to addressing the learning outcome. This is the expected skill level for our incoming first year students	Beginning: Able to edit writing for conventional use of Edited American English*. Chooses tone and language appropriate for needs of more than one particular audience(s),
0 - Unsatisfactory Unsatisfactory performances neither meet the expectations for Ferris graduates nor those for incoming freshmen. This work exhibits profound deficiencies and/or is incomplete.	Unsatisfactory: Grammatical and mechanical errors impede readability of text.