

Criterion	Exceeds expectations (excellently written)	Meets expectations (Pass)	Needs improvement (Fail)
<b>Purpose</b>	<p>Student understands the document’s purpose</p> <ul style="list-style-type: none"> <li>Understands the document’s problem and prompt</li> </ul> <p>Student demonstrates a clear understanding of the assignment and its major aspects; critical thinking of the assignment and its major concerns is evident</p> <ul style="list-style-type: none"> <li>Gives two recs (no more or less)</li> <li>Recs address the main problem of the prompt</li> </ul>	<p>Student mostly understands the document’s problem and prompt</p> <p>Student generally understands the assignment and its major aspects; critical thinking of its major concerns is mostly evident</p> <ul style="list-style-type: none"> <li>Gives two recs (could give more that fall under the same rec category)</li> <li>Recs mostly address the main problem of the prompt</li> </ul>	<p>Student doesn’t understand the document’s problem and prompt</p> <p>Student has a poor grasp of the case and its major aspects; document does not demonstrate sufficient levels of critical thinking of its major problems/concerns</p> <ul style="list-style-type: none"> <li>Less than two recs are given or more than three that don’t fall under same rec category</li> <li>Recs don’t address the main problem of the prompt</li> </ul>
<b>Content &amp; Organization of Ideas</b>	<p>Contents have a clear, logical, and compelling organization</p> <p>Student synthesizes information into a coherent, plausible analysis</p> <ul style="list-style-type: none"> <li>Student integrates, synthesizes, and analyzes <b>four sources</b></li> <li>Makes obvious why sources are included and matter</li> </ul> <p>Document contains compelling, credible, authoritative factual support for all recommendations, claims, or arguments</p>	<p>Contents are logically organized; may possess a minor logical misstep/fallacy</p> <p>Student mostly synthesizes information into a coherent, plausible analysis</p> <ul style="list-style-type: none"> <li>Mostly integrates, synthesizes, and analyzes <b>at least three sources</b></li> <li>Attempt to explain why sources are included and matter</li> </ul> <p>Document contains adequate factual support for recommendations, claims, or arguments</p>	<p>Contents lack logical organization and contain several logical missteps/fallacies</p> <p>Student generally fails to synthesize information into a coherent, plausible analysis</p> <ul style="list-style-type: none"> <li>Doesn’t integrate, synthesize, or analyze <b>at least three sources</b></li> <li>Doesn’t make obvious why sources are included and matter</li> </ul> <p>Document lacks factual support for its recommendations, claims, or arguments</p>
<b>Audience: Professionalism, Style, &amp; Tone</b>	<p>Student addresses audience’s needs and expectations for the document</p> <ul style="list-style-type: none"> <li>Relates evidence completely back to audience</li> <li>Gives specific and tangible actions for the recs</li> </ul> <p>Student uses a professional yet conversational tone; <b>no</b> slang, jokes, or unnecessary jargon</p> <ul style="list-style-type: none"> <li>Doesn’t use cliches, idioms, specialized language</li> </ul> <p>Student demonstrates an insightful level of cultural/global sensibility and awareness</p> <p>Style is appropriate <i>and</i> engaging; uses concise phrasing and precise language. It is easy <i>and</i> enjoyable to read</p>	<p>Student mostly addresses audience’s needs and expectations for the document</p> <ul style="list-style-type: none"> <li>Mostly relates evidence back to audience</li> <li>Gives a few tangible and specific actions for the recs</li> </ul> <p>Student uses a professional yet conversational tone; <b>scant (three or less)</b> instances of slang, jokes, or unnecessary jargon</p> <p>Student demonstrates an appropriate level of cultural/global sensibility and awareness</p> <p>Style is appropriate but not as engaging as could be; some wordiness or indirect language</p>	<p>Student does not address audience’s needs and expectations for the document</p> <ul style="list-style-type: none"> <li>Doesn’t relate evidence back to audience</li> <li>Gives no tangible and specific actions for the recs</li> </ul> <p>Student uses an unprofessional, chatty, or overly formal tone; instances of slang, jokes, or unnecessary jargon</p> <p>Student lacks sufficient level of cultural/global sensibility and awareness</p> <ul style="list-style-type: none"> <li>Tone is bossy and demanding; for example, uses at least four tonally inappropriate words like “have to,” “must,” “need,”</li> <li>Paper generalizes about groups of people</li> </ul> <p>Style is inappropriate and/or dull; wordy phrasing or indirect language</p>
<b>Grammar &amp; Punctuation</b>	<p>Document contains <b>one or less</b> spelling, grammar, punctuation, or word choice errors</p> <p>In short, the writer’s credibility would <i>increase</i> because of the document’s precision and freedom of errors; the average reader could scan the document quickly and still understand its contents</p>	<p>Document may contain <b>some minor</b> errors, but not enough to distract the average reader</p> <p>In short, the writer’s credibility would not be harmed because of these minor errors; the average reader would have no trouble understanding contents on the first read-through</p>	<p>Document contains errors that would distract the average reader <i>or</i> make comprehension difficult for the average reader</p> <p>In short, the writer’s credibility would diminish because of the multitude of errors and difficulty readers have with the document</p>
<b>Genre conventions &amp; Format</b>	<p>Document follows the format given in the assignment prompt</p> <ul style="list-style-type: none"> <li><b>Complete all the following: title, header, spacing, indentation, bibliography page, formatted like functional model)</b></li> </ul> <p>Contains a reference page <i>and</i> all sources are cited correctly per the formatting guidelines given in the assignment prompt; contains correct parenthetical citations or footnotes</p>	<p>Document follows the format given in the assignment prompt</p> <ul style="list-style-type: none"> <li><b>(miss less than three of the following: title, header, spacing, indentation, bibliography page, formatted like the functional model)</b></li> <li>Has in-text citations and reference page but not in the correct format</li> </ul>	<p>Document fails to follow the format given in the assignment prompt</p> <ul style="list-style-type: none"> <li><b>(miss more than three of the following: title, header, spacing, indentation, bibliography page, formatted like the functional model)</b></li> <li>No reference page</li> <li>No in-text citations</li> </ul>