

Criterion	Exceeds expectations (excellently written)	Meets expectations (Pass)	Needs improvement (Fail)
Purpose	<p>Student understands the document’s purpose</p> <ul style="list-style-type: none"> Understands the document’s problem and prompt <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"> Gives two recs (no more or less) Recs address the main problem of the prompt 	<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"> Gives two recs (could give more that fall under the same rec category) Recs mostly address the main problem of the prompt 	<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"> Less than two recs are given or more than three that don’t fall under same rec category Recs don’t address the main problem of the prompt
Content & Organization of Ideas	<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"> Student integrates, synthesizes, and analyzes four sources Makes obvious why sources are included and matter <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"> Mostly integrates, synthesizes, and analyzes at least three sources Attempt to explain why sources are included and matter <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"> Doesn’t integrate, synthesize, or analyze at least three sources Doesn’t make obvious why sources are included and matter <p>Document lacks factual support for its recommendations, claims, or arguments</p>
Audience: Professionalism, Style, & Tone	<p>Student addresses audience’s needs and expectations for the document</p> <ul style="list-style-type: none"> Relates evidence completely back to audience Gives specific and tangible actions for the recs <p>Student uses a professional yet conversational tone; no slang, jokes, or unnecessary jargon</p> <ul style="list-style-type: none"> Doesn’t use cliches, idioms, specialized language <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"> Mostly relates evidence back to audience Gives a few tangible and specific actions for the recs <p>Student uses a professional yet conversational tone; scant (three or less) 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"> Doesn’t relate evidence back to audience Gives no tangible and specific actions for the recs <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"> Tone is bossy and demanding; for example, uses at least four tonally inappropriate words like “have to,” “must,” “need,” Paper generalizes about groups of people <p>Style is inappropriate and/or dull; wordy phrasing or indirect language</p>
Grammar & Punctuation	<p>Document contains one or less 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 some minor 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 or 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>

Genre conventions & Format	<p>Document follows the format given in the assignment prompt</p> <ul style="list-style-type: none">• Complete all the following: title, header, spacing, indentation, bibliography page, formatted like functional model) <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">• (miss less than three of the following: title, header, spacing, indentation, references page, formatted like the functional model)• Has in-text citations and reference page but not in the correct format	<p>Document fails to follow the format given in the assignment prompt</p> <ul style="list-style-type: none">• (miss three or more of the following: title, header, spacing, indentation, bibliography page, formatted like the functional model)• No reference page• No in-text citations
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