

Expression: Written Communication – Rubric

Expression ILO: Graduates of the undergraduate programs will be able to communicate ideas through multiple media.

Expression PLOs: Graduates of Simpson College will be able to...	Written Communications SLOs: Students who complete a course in Written Communication will be able to...in written communication	Objective Exceeded (4)	Objective Met (3)	Objective Minimally Met (2)	Objective Not Met (1)
...communicate ideas through written, oral and artistic expression.	... articulate an idea and formulate a thesis as appropriate to the discipline	Thesis is compelling, precisely stated, and all elements of the writing are focused on this central statement	Thesis is clear and consistent, and elements of the writing are focused on this central statement	Thesis is basically understandable but not clearly stated even though the writing is focused on a central statement.	Thesis can be deduced, but is not explicitly stated in the writing. Elements of the writing are not focused on a central statement.
... evaluate expressive work	... identify and correct errors in grammar and/or style	Uses graceful language that skillfully communicates meaning to readers with clarity and fluency, and is virtually error-free.	Uses straightforward language that generally conveys meaning to readers. The language in the work has few errors.	Uses language that generally conveys meaning to readers with clarity, although writing may include some errors.	Uses language that sometimes impedes meaning because of errors in usage.
... provide supporting evidence for an argument	... provide credible evidence to support claims and arguments	Demonstrates skillful use of high-quality, credible, relevant sources to develop ideas that are appropriate for the discipline and genre of the writing	Demonstrates consistent use of credible, relevant sources to support ideas that are situated within the discipline and genre of the writing.	Demonstrates an attempt to use credible and/or relevant sources to support ideas that are appropriate for the discipline and genre of the writing.	Demonstrates an attempt to use sources to support ideas in the writing.
... organize information logically	... organize thoughts in a logical fashion	Organizational pattern is clear, consistently observable, and is skillful and makes the content of the writing cohesive.	Organizational pattern is clearly and consistently observable within the writing.	Organizational pattern is intermittently observable within the writing.	Organizational pattern is not observable within the writing.
... identify elements of expression that have specific meaning to an audience	... incorporate elements that address the needs of a specific audience	Demonstrates thorough understanding of context, audience, and purpose by focusing all elements of the work toward a specific audience, with a consistent use of format, language and style.	Demonstrates adequate consideration of context, audience, and purpose by directing all elements of the work toward a single audience, with a consistent use of format, language and style.	Demonstrates awareness of context, audience, and purpose, but may make ill-advised assumptions about the audience or be inconsistent in writing to a single audience.	Demonstrates minimal awareness of context, audience, or purpose, such as writing as if the audience were self or instructor.

In part adapted from the AAC&U VALUE Rubrics for Written Communication and Oral Communication. <http://www.aacu.org/value/rubrics/>

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