

## Institutional General Education Outcome for Written Communication

Students will demonstrate effective written communication (W) by expressing thoughts, ideas, and information clearly and effectively through written mediums that exhibit the following qualities:

- W1 Purpose is clearly stated.
- W2 Organization is structured and has a clear beginning, middle, and end.
- W3 Ideas are thoroughly developed and support the thesis, purpose, or controlling idea.
- W4 Grammar and mechanics are correct and do not interfere with readability.
- W5 Language and style are appropriate for the intended audience and subject matter.

<b>RUBRIC on Written Communication</b>	<b>MET (3)</b>	<b>PARTIALLY MET (2)</b>	<b>UNMET (1)</b>
<b>PURPOSE (W1)</b>	Purpose, controlling idea, thesis, or claim is clearly stated.	Purpose, controlling idea, thesis, or claim is vague and may be difficult to discern.	Purpose, controlling idea, or claim is missing or indiscernible.
<b>ORGANIZATION (W2)</b>	Writing is structured, with a logical progression of ideas with a clearly defined beginning, middle, and end.	Writing is structured but lacks a logical progression of ideas or a clearly defined beginning, middle, or end.	Writing is insufficiently structured, and ideas are not presented logically; there is no clearly defined beginning, middle, or end.
<b>DEVELOPMENT (W3)</b>	Ideas are thoroughly developed and effectively supported with relevant evidence/information.	Ideas are developed but are not sufficiently supported with relevant evidence/information.	Ideas are not sufficiently developed or supported with relevant evidence/information.
<b>CLARITY (W4)</b>	Writing is clear and effectively conveys message with excellent grammar and mechanics.	Writing is clear but contains minor errors in grammar and mechanics that may interfere with readability.	Writing is not clear and contains significant errors in grammar and mechanics that interfere with readability.

<b>RUBRIC on Written Communication</b>	<b>MET (3)</b>	<b>PARTIALLY MET (2)</b>	<b>UNMET (1)</b>
<b>AUDIENCE (W5)</b>	Writing consistently uses language and style that are appropriate and effective for its intended audience and subject matter.	Writing occasionally strays from language and style that are appropriate and effective for its intended audience or subject matter.	Writing frequently strays from language and style that are appropriate and effective for its intended audience or subject matter.