

## Business Letter Rubric

Argument	Advanced 5	Proficient 4	Basic 3	Below Basic 2	
<p><b>Ideas/Purpose:</b> The argument is focused and clearly states the claim(s).</p>	<ul style="list-style-type: none"> <li>Claim is clearly stated and distinguished from alternate or opposing claims</li> <li>Claim is purposefully focused and consistent</li> <li>Complex claims are well-developed</li> <li>Alternate or opposing claims are addressed</li> </ul>	<ul style="list-style-type: none"> <li>Claim is clearly stated and distinguished from alternate or opposing claims</li> <li>Claim is focused and consistent</li> <li>Alternate or opposing claims are addressed</li> </ul>	<ul style="list-style-type: none"> <li>Claim is sometimes clear, focused or consistent</li> <li>Alternate or opposing claims are sometimes addressed</li> </ul>	<ul style="list-style-type: none"> <li>Claim is unclear, unfocused, inconsistent or missing</li> <li>Alternate or opposing claims are not addressed or missing</li> </ul>	<b>X2</b>
<p><b>Organization:</b> The writing has a clear and effective organizational structure creating unity and completeness.</p>	<p>Claims, reasons, and evidence are organized into clear categories:</p> <ul style="list-style-type: none"> <li>Skillful and varied use of transitions</li> <li>Logical progression of ideas from beginning to end</li> <li>Strong connections among ideas</li> </ul>	<p>Claims, reasons, and evidence are organized into clear categories:</p> <ul style="list-style-type: none"> <li>Appropriate use of transitions with some variety</li> <li>Adequate progression of ideas from beginning to end</li> <li>Adequate connections among ideas</li> </ul>	<p>Claims, reasons, and evidence are inconsistently organized into categories:</p> <ul style="list-style-type: none"> <li>Some use of transitions</li> <li>Inadequate progression of ideas from beginning to end</li> <li>Weak connections among ideas</li> </ul>	<p>Claims, reasons, and evidence are inconsistently organized into categories:</p> <ul style="list-style-type: none"> <li>Little or no use of transitions</li> <li>Confusing progression of ideas</li> <li>Missing introduction and/or conclusion</li> <li>No connections among ideas</li> </ul>	<b>X1</b>
<p><b>Elaboration of Evidence:</b> The claim is developed and supported with logical reasoning and relevant evidence using accurate, credible sources.</p>	<ul style="list-style-type: none"> <li>Provides comprehensive support/evidence for the claim, demonstrating a thorough understanding of the topic</li> <li>Presents well-chosen evidence</li> <li>Skillfully integrates evidence</li> <li>Analyzes and draws strong conclusions from evidence</li> </ul>	<ul style="list-style-type: none"> <li>Provides adequate support/evidence for the claim, demonstrating an understanding of the topic</li> <li>Uses relevant, logical evidence</li> <li>Integrates evidence from sources</li> <li>Analyzes and draws logical conclusions from evidence</li> </ul>	<ul style="list-style-type: none"> <li>Provides inadequate support/evidence for the claim, demonstrating a partial understanding of the topic</li> <li>Uses some irrelevant, repetitive, or inadequate evidence</li> <li>Limited integration of evidence from sources</li> <li>Inconsistently analyzes evidence</li> <li>Conclusions drawn are sometimes not logical</li> </ul>	<ul style="list-style-type: none"> <li>Provides little or no support/evidence for the claim</li> <li>Frequently uses irrelevant, repetitive, or inadequate evidence</li> <li>Does not integrate evidence from sources</li> <li>Fails to analyze evidence</li> <li>Conclusions drawn are not logical or are missing</li> </ul>	<b>X2</b>
<p><b>Topic:</b> The topic is well chosen and clearly linked to the issue of freedom and security.</p>	<ul style="list-style-type: none"> <li>Provides a clear connection between the evidence and the claim</li> <li>Presents a thorough explanation of how the topic connects to freedom and security</li> <li>Student's views on the issue are distinctly delineated</li> </ul>	<ul style="list-style-type: none"> <li>Provides a connection between the evidence and the claim</li> <li>Presents an explanation of how the topic connects to freedom and security</li> <li>Student's views on the issue are delineated</li> </ul>	<ul style="list-style-type: none"> <li>Provides a weak connection between the evidence and the claim</li> <li>Presents a weak explanation of how the topic connects to freedom and security</li> <li>Student's views on the issue are weak but present</li> </ul>	<ul style="list-style-type: none"> <li>Provides no connection between the evidence and the claim</li> <li>Presents no explanation of how the topic connects to freedom and security</li> <li>Student's views on the issue are missing</li> </ul>	<b>X2</b>
<p><b>Language and Vocabulary:</b> The writing uses precise and topic-specific language and maintains a formal/appropriate style.</p>	<ul style="list-style-type: none"> <li>Uses precise, academic language</li> <li>Use of topic-specific vocabulary is clearly appropriate for the audience and purpose</li> <li>Establishes and consistently maintains a formal/appropriate style</li> </ul>	<ul style="list-style-type: none"> <li>Uses a mix of precise with more general language</li> <li>Use of topic-specific vocabulary is generally appropriate for the audience and purpose</li> <li>Establishes and generally maintains a formal/ appropriate style</li> </ul>	<ul style="list-style-type: none"> <li>Uses simplistic language</li> <li>Inconsistent use of topic-specific vocabulary</li> <li>Lacks a consistent formal/appropriate style</li> </ul>	<ul style="list-style-type: none"> <li>Uses limited or vague language</li> <li>Lacks topic-specific vocabulary</li> <li>Lack of formal/appropriate style shows little sense of audience and purposes</li> </ul>	<b>X1</b>
<p><b>Conventions:</b> The writing demonstrates a command of conventions and assigned format.</p>	<ul style="list-style-type: none"> <li>Minimal errors/patterns of error in usage, sentence structure, punctuation, capitalization, spelling, and format</li> <li>Skillful use of sentence structure enhances meaning</li> </ul>	<p>Minimal errors/patterns of error in usage, sentence structure, punctuation, capitalization, spelling, and format</p>	<p>Frequent errors/patterns of error in usage, sentence structure, punctuation, capitalization, spelling, and format</p>	<p>Severe errors/patterns of error in usage, sentence structure, punctuation, capitalization, spelling, and format interfere with understanding</p>	<b>X1</b>
<p><b>Format:</b> The writing follows standard business letter format</p>	<p>No errors/patterns of error in format</p>	<p>Minimal errors/patterns of error in format</p>	<p>Frequent errors/patterns of error in format</p>	<p>Severe errors/patterns of error in format</p>	<b>X1</b>

**0=no evidence/missing**