

Business Letter Rubric

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

0=no evidence/missing