College of the Canyons

Effective Communication: Written

College of the Canyons (Derived from the AAC&U VALUE Rubric)

Written communication is the development and expression of ideas in writing. Written communication involves learning to work in many genres and styles. It can involve working with many different writing technologies, and mixing texts, data, and images. Written communication abilities develop through iterative experiences across the curriculum.

Evaluators are encouraged to assign a zero to any work sample or collection of work that does not meet benchmark (cell one) level performance

	Capstone 4	Milestones 3	2	Benchmark 1
Context of and Purpose for Writing *Includes considerations of audience, purpose, and the context surrounding the writing task(s).*	Demonstrates mastery in understanding of context, audience, and purpose that is evident in all aspects of the work.	Demonstrates adequate consideration of context, audience, and purpose and a clear focus on the assigned task(s) (the task aligns with audience, purpose, and context).	Demonstrates some awareness of context, audience, purpose, and is somewhat focused to the assigned task(s) (begins to show awareness of audience's perceptions and assumptions).	Demonstrates minimal attention to context, audience, purpose, and to the assigned task(s) (the expectation of instructor or self as audience).
Content Development	Uses thorough appropriate, relevant, and compelling content to convey the writer's understanding and mastery of the subject.	Uses appropriate, relevant, and compelling content to explore ideas within the context of the discipline and provide cohesion to the whole work.	Uses some appropriate and relevant content to illustrate satisfactory understanding of ideas developed through most of the work.	Uses appropriate and relevant content to develop simple ideas in some parts of the work.
Genre and Disciplinary Conventions *Formal and informal rules inherent in the expectations for writing in particular forms and/or academic fields (please see glossary).*	Demonstrates detailed attention to and masterful execution of a wide range of conventions particular to a specific discipline and/or writing task(s) including interpretation, organization, content, presentation, formatting, and stylistic choices.	Demonstrates some execution of discipline specific tasks. Includes organization, content, presentation and style.	Demonstrates awareness of expectations appropriate to a specific discipline and/or writing task(s) for basic organization, content, and presentation.	Attempts to use a consistent system for basic organization and presentation.
Sources and Evidence	Demonstrates skillful use of high-quality, credible, relevant sources to develop ideas that are appropriate for the discipline and genre of writing.	Demonstrates consistent use of credible, relevant sources to support ideas that are situated within the discipline and genre of the writing.	Demonstrates minimal use of 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.
Control of Syntax and Mechanics	Uses accomplished language that skillfully communicates meaning with clarity and fluency, and is virtually error-free.	Uses straightforward language that generally conveys meaning to readers. The language in the portfolio 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.