

Institutional Assessment Rubric  
Communicates Effectively

**4—Exemplary**

- Contains clear thesis/sense of purpose appropriate to project.
- Consistently considers audience.
- Consistently follows a prescribed format.
- Consistently illustrates mature analysis of complex issues.
- Consistently demonstrates a clearly executed organization.
- Consistently exhibits a logical flow of ideas.
- Incorporates sufficient detail to fully develop each point.
- Maintains correct grammar, usage, and punctuation.

**3—Proficient**

- Contains thesis/sense of purpose appropriate to project.
- Usually considers audience.
- Usually follows a prescribed format.
- Usually illustrates mature analysis of complex issues.
- Usually demonstrates a clearly executed organization.
- Usually exhibits a logical flow of ideas.
- Incorporates detail to develop each point.
- Maintains nearly correct grammar, usage, and punctuation.

**2—Performing**

- Contains vague thesis/sense of purpose appropriate to project.
- Sometimes considers audience.
- Does not consistently follow a prescribed format.
- Illustrates some mature analysis of complex issues.
- Demonstrates some organization.
- Occasionally breaks logical flow of ideas.
- Incorporates some detail to develop each point.
- Has several errors in grammar, usage, and punctuation.

**1—Emerging**

- Lacks a clear thesis/sense of purpose appropriate to project.
- Does not consider audience.
- Does not follow a prescribed format.
- Does not illustrate mature analysis of complex issues
- Does not have clearly executed organization.
- Does not have a logical flow of ideas.
- Lacks sufficient details to fully develop each point.
- Has frequent errors in grammar, usage, and punctuation.