

## Make Your Mark Scholarship Writing Rubric

Description	5 Exceptional	4 Skilled	3 Proficient	2 Developing	1 Inadequate
<p><b>Focus:</b> The text focuses on a topic to inform a reader with ideas, concepts, and information that creates a unified whole.</p>	<p>The text clearly focuses on a compelling topic that informs the reader with ideas, concepts, and information that creates a unified whole.</p>	<p>The text focuses on an interesting topic that informs the reader with ideas, concepts, and information that creates a unified whole.</p>	<p>The text has a topic that informs the reader with ideas, concepts, and information that creates a unified whole.</p>	<p>The text has an unclear topic with some ideas, concepts, and information.</p>	<p>The text has an unidentifiable topic with minimal ideas, concepts, and information.</p>
<p><b>Development:</b> The text presents facts, extended definitions, concrete details, quotations, and examples. The text provides a conclusion that supports the topic and examines its implications and significance.</p>	<p>The text provides significant and relevant facts, extended definitions, concrete details, quotations and/or examples that thoroughly develop and explain the topic. The text provides an engaging conclusion that supports the topic and examines its implications and significance.</p>	<p>The text provides relevant facts, extended definitions, concrete details, quotations, and/or examples that sufficiently develop and explain the topic. The text provides a competent conclusion that supports the topic and examines its implications and significance.</p>	<p>The text provides facts, extended definitions, concrete details, quotations, and/or examples that develop the topic. The text provides a conclusion that supports the topic and examines its implications and significance.</p>	<p>The text provides facts, definitions, details, quotations, and/or examples that attempt to develop and explain the topic. The text may provide a conclusion that supports the topic.</p>	<p>The text contains limited facts and examples related to the topic. The text may or may not provide a conclusion.</p>
<p><b>Audience:</b> The text anticipates the audience's background knowledge of the topic. The text includes formatting, graphics, and/or multimedia when useful to aiding comprehension.</p>	<p>The text consistently addresses the audience's knowledge level and concerns about the topic. The text includes effective formatting, graphics, and/or multimedia that enhance comprehension.</p>	<p>The text anticipates the audience's knowledge level and concerns about the topic. The text includes appropriate formatting, graphics, and/or multimedia that strengthen comprehension.</p>	<p>The text considers the audience's knowledge level about the topic. The text includes formatting, graphics, and/or multimedia when useful to aiding comprehension.</p>	<p>The text illustrates an inconsistent awareness of the audience's knowledge level about the topic. The text may include some formatting, graphics, and/or multimedia that may be distracting or irrelevant.</p>	<p>The text lacks an awareness of the audience's knowledge level about the topic. The text includes limited or inaccurate formatting, graphics, and/or multimedia that impedes comprehension.</p>
<p><b>Cohesion:</b> The text explains the relationship between ideas and concepts. The text includes appropriate and varied transitions and syntax.</p>	<p>The text strategically uses words, phrases, and clauses to link the major sections of text. The text explains the relationships between the topic and the examples and/or facts.</p>	<p>The text skillfully uses words, phrases, and clauses to link the major sections of the text. The text identifies the relationship between the topic and the examples and/or facts.</p>	<p>The text uses words, phrases, and clauses to link the major sections of the text. The text connects the topic and the examples and/or facts.</p>	<p>The text contains limited words, phrases, and clauses to link the major sections of the text. The text attempts to connect the topic and the examples and/or facts.</p>	<p>The text contains few, if any, words, phrases, and clauses to link the major sections of the text. The text does not connect the topic and the examples and/or facts.</p>
<p><b>Language and Style:</b> The text presents a formal style and objective tone and uses language, vocabulary, and techniques such as analogies and/or quotes to manage the topic.</p>	<p>The text presents an engaging, formal, and objective tone. The text uses sophisticated language, vocabulary, and techniques such as analogies and/or quotes to manage the complexity of the topic.</p>	<p>The text presents a formal, objective tone. The text uses precise language, vocabulary, and techniques such as analogies and/or quotes to manage the complexity of the topic.</p>	<p>The text presents a formal, objective tone. The text uses relevant language, vocabulary, and techniques such as analogies and/or quotes to manage the complexity of the topic.</p>	<p>The text illustrates a limited awareness of formal tone. The text attempts to use language, vocabulary, and some techniques such as analogies and/or quotes.</p>	<p>The text illustrates a limited or inconsistent tone. The text uses imprecise language, vocabulary, and limited techniques.</p>
<p><b>Conventions:</b> The text demonstrates standard English conventions of usage and mechanics while attending to the norms of the discipline in which they are writing.</p>	<p>The text intentionally uses standard English conventions of usage and mechanics while specifically attending to the norms of the discipline in which they are writing.</p>	<p>The text demonstrates standard English conventions of usage and mechanics while suitably attending to the norms of the discipline in which they are writing.</p>	<p>The text demonstrates standard English conventions of usage and mechanics while attending to the norms of the discipline in which they are writing.</p>	<p>The text demonstrates some accuracy in standard English conventions of usage and mechanics.</p>	<p>The text contains multiple inaccuracies in Standard English conventions of usage and mechanics.</p>