

Learning Outcome 2: Students will write effectively, considering audience and purpose.

Capability	1. Emerging	2. Developing	3. Proficient	4. Advanced
A. Students will make rhetorical choices appropriate to their writing's audience.	Writing demonstrates limited awareness of readers' anticipated knowledge, expectations, and/or values.	Writing demonstrates some awareness of readers' anticipated knowledge, expectations, and/or values.	Writing demonstrates adequate awareness of readers' anticipated knowledge, expectations, and/or values.	Writing demonstrates in-depth awareness of readers' anticipated knowledge, expectations, and/or values.
B. Students will make rhetorical choices appropriate to their writing's purpose and genre.	Writing does not reflect a clear purpose, with numerous serious departures from genre conventions.	Writing reflects purpose that is somewhat clear with some serious departures from genre expectations.	Writing reflects a clear purpose with few serious departures from genre expectations.	Writing reflects clearly discernable goals (implicit or explicit) with no serious departures from genre expectations.
C. Students will use language (diction, style, etc.) appropriate to their writing's audience, purpose, and genre.	Writing rarely demonstrates a coherent approach to language use for the given context.	Writing occasionally demonstrates a coherent approach to language use for the given context.	Writing demonstrates an adequate sense of language use throughout for the given context.	Writing consistently demonstrates a thoughtful, graceful approach to language use for the given context.
D. Students will accurately and ethically use and cite sources (when applicable).	Writing rarely demonstrates appropriate and accurate citation and attribution/acknowledgment of sources and/or evidence.	Writing attempts to demonstrate citation and attribution/acknowledgment of sources and/or evidence, but sometimes inappropriately or incorrectly.	Writing usually demonstrates appropriate and accurate citation and attribution/acknowledgment of sources and/or evidence.	Writing consistently demonstrates appropriate and accurate citation and attribution/acknowledgment of sources and/or evidence.