

Document Series Scoring Rubric

1. Identifying Purpose

The writer has explicitly identified the purpose of the document at the beginning and has consistently maintained that aim throughout the document.

Strongly Agree	Strongly Agree	Agree	Disagree	Strongly Disagree	Very Strongly Disagree
6	5	4	3	2	1

Notes:

2. Identifying Audience

The writer has identified the target audience of the document in the beginning and addressed the target audience consistently throughout the document.

Very Strongly Agree	Strongly Agree	Agree	Disagree	Strongly Disagree	Very Strongly Disagree
6	5	4	3	2	1

Notes:

3. Selection of Genre

The writer has selected a correspondence genre (email, letter, or memo) that is appropriate, persuasive, and rhetorically effective given the intended purpose and audience the document.

Strongly Agree	Strongly Agree	Agree	Disagree	Strongly Disagree	Very Strongly Disagree
6	5	4	3	2	1

Notes:

4. Maintaining Professional Writing Style

The writer utilizes concise diction, logical paragraph construction, and appropriate professional tone throughout the document.

Strongly Agree	Strongly Agree	Agree	Disagree	Strongly Disagree	Very Strongly Disagree
6	5	4	3	2	1

Notes:

5. Document Design

The writer has effectively applied principles of document design to create professional documents that are visually appealing and easily readable by the target audience.

Very Strongly Agree	Strongly Agree	Agree	Disagree	Strongly Disagree	Very Strongly Disagree
6	5	4	3	2	1

Notes:

6. Holistic Score

Overall, the writer effectively constructed multiple forms of business correspondence (email, letter, memo) to respond effectively to a specific audience for a particular purpose. The writer's attention to elements of style, genre expectations, and rhetorical principles led to the production of appropriate, persuasive documents.

Very Strongly Agree	Strongly Agree	Agree	Disagree	Strongly Disagree	Very Strongly Disagree
6	5	4	3	2	1

Notes: