

Rubric: (CE) Communicates Effectively

	Exemplary (4 pts)	Proficient (3 pts)	Performing (2 pts)	Emerging (1 pt)
Thesis/sense of purpose appropriate to project (1.000, 12%)	Contains CLEAR thesis/sense of purpose appropriate to project.	Contains thesis/sense of purpose appropriate to project.	Contains VAGUE thesis/sense of purpose appropriate to project.	LACKS a thesis/sense of purpose appropriate to project.
Consideration of audience (1.000, 12%)	CONSISTENTLY considers context (audience, environment, non-verbals).	USUALLY considers context (audience, environment, non-verbals).	SOMETIMES considers context (audience, environment, non-verbals).	DOES NOT consider context (audience, environment, non-verbals).
Follows a prescribed format (1.000, 12%)	CONSISTENTLY follows a prescribed format.	USUALLY follows a prescribed format.	DOES NOT CONSISTENTLY follow a prescribed format.	DOES NOT follow a prescribed format.
Illustration of mature analysis of complex issues (1.000, 12%)	CONSISTENTLY illustrates mature analysis of complex issues.	USUALLY illustrates mature analysis of complex issues.	Illustrates SOME mature analysis of complex issues.	DOES NOT illustrate mature analysis of complex issues.
Organization (1.000, 12%)	CONSISTENTLY demonstrates organization.	USUALLY demonstrates organization.	Demonstrates SOME organization.	DOES NOT demonstrate a clearly executed organization.
Logical flow of ideas (1.000, 12%)	CONSISTENTLY exhibits a logical flow of ideas.	USUALLY exhibits a logical flow of ideas.	OCASSIONALLY BREAKS logical flow of ideas.	DOES NOT have a logical flow of ideas.
Detail (1.000, 12%)	Incorporates SUFFICIENT detail to fully develop each point.	Incorporates detail to develop each point.	Incorporates SOME detail to develop each point.	LACKS sufficient detail to fully develop each point.
Grammar (1.000, 12%)	Maintains CORRECT grammar, usage, and punctuation.	Maintains NEARLY correct grammar, usage, and punctuation.	Has SEVERAL ERRORS grammar, usage, and punctuation.	Has FREQUENT ERRORS grammar, usage, and punctuation.