

Name:

Document:

BUSINESS WRITING PROGRAM'S C-L-A-S-S EVALUATION CHART

Criteria:	Very Poor (0)	Poor (1)	Average (2)	Good (3)	Excellent (4)	Score
C CONTENT/ CASE: clarity, completeness	Misses two or more elements of the case; major factual errors; misinterprets case assignment.	Misses one major element of the case; leaves out essential information; some minor factual errors.	Handles case material competently; includes essential information; factually correct.	Handles all elements of the case with skill; develops and supports ideas in a better-than-average way.	Handles all elements of the case professionally; develops and supports ideas using well-chosen examples and creative details.	
L* LITERACY: grammar, spelling, punctuation	Makes repeated grammatical or syntactical errors. Frequently misspells homonyms.	Makes disruptive grammatical/ syntactical errors such as run-ons, fragments, unintelligible sentences.	Writes generally correct prose; occasionally fails to catch minor grammatical errors.	Proofreads well enough to eliminate most grammatical errors; may have minor problems with punctuation or usage.	Makes virtually no grammatical or syntactical errors. Establishes credibility with the audience.	
A AUDIENCE: "you" attitude; awareness of reader's needs	Lacks audience awareness. Is rude, hostile, discourteous, or insulting to the reader.	Writer-focused; lacks you attitude, positive emphasis, audience awareness.	Is polite; does not slight the reader. Uses positive emphasis.	Is courteous; addresses readers' needs and/or concerns; makes no unreasonable demands.	Reader-focused; addresses readers' questions and/or objections; creates goodwill.	
S STRATEGY: purpose, effectiveness of approach, professionalism, means used.	Presents a disorganized, unprofessional document. Projects a negative image of the writer and of the organization.	Is unclear about purpose; unclear topic sentences, arrangement of ideas, and transitions.	Is clear; correctly uses the "checklist" approach; makes no serious false step; gets the job done.	Employs good strategy; finds a fresh way of solving the problem; effective sequencing of ideas.	Adopts strategy to achieve desired outcome; clearly defines purpose and uses logical and/or emotional appeal effectively.	
S STYLE: a) tone, word choice ----- b) document design	a) Uses garbled style. Plagiarizes. ----- b) Format interferes with readability.	a) Writes in a notably awkward manner: misuses words and idioms; uses slang; wordy; uses some borrowed language. ----- b) Imbalanced or cluttered design.	a) Writes serviceable prose; uses active voice, strong, action verbs; rarely uses jargon or clichés. ----- b) Readable format.	a) Writes clearly, concisely, and coherently; employs syntactical variety with general success. Creates a friendly, business-like, positive style. ----- b) Design helps readers find the information they need.	a) Demonstrates a sophisticated grasp of the language; writes in a fluid manner; varies syntax and vocabulary; uses original language. ----- b) Design helps readers understand and remember information.	-----
This is what your grade would mean at work.	Your position is in jeopardy.	The boss is scrutinizing your work for improvement.	The boss judges this document acceptable subject to minor revisions.	Your job promotion is probable.	Your job promotion is ensured.	

Comment: _____

*Literacy is a threshold category. You must earn a "C" in literacy to receive a passing grade on your assignment.

Update: 6/09/05