

# Spokane Community College

Student Learning Outcomes



Written Communications

5-Point Scoring Scale

Students will demonstrate the ability to create meaning between themselves and their audience. They will write effectively; using words, graphics, electronic media, computers and quantified data.

Produce a final draft of a short report.

Percent scale can be determined by individual instructors or departments.

- Criteria
- 5 – excellent
  - 4 – very good
  - 3 – average
  - 2 – needs improvement
  - 1 – unable to perform skill

Descriptors	Actions	5	4	3	2	1	Comments
Format	a) follows assigned format/length requirement; b) uses white space effectively; c) consistent typefaces and sizes; d) effective typefaces/sizes; e) uses bullets & lists; f) graphics support text.	Meets or exceeds all 6 criteria.	Criteria met but could improve choice of typefaces/sizes and use more graphics.	Meets criteria a, b, c & f.	Criteria b, d, e, and f not followed.	No format used.	
Mechanics	a) spelling; b) capitalization c) punctuation; d) subject/verb agreement; e) no sexist language; f) complete sentences.	Meets or exceeds all 6 criteria.	Less than 3 minor punctuation/grammar errors.	Some punctuation & capitalization errors.	Some incorrect word usage, incomplete sentences, punctuation & capitalization errors.	Multiple errors in all 6 areas.	

Clarity	a) no vague words/phrases; b) active voice; c) specific details; d) no slang jargon, acronyms.	Meets or exceeds all 4 criteria.	Good detail; strong use of active voice.	Adequate detail but also some unnecessary information.	Additional detail needed for understanding.	Language is vague throughout; passive voice used predominately.	
Conciseness	a) no wordy phrases; b) no redundancies c) strive for sentences of 10 words or less.	Meets or exceeds all 3 criteria.	Less than three wordy phrases.	Some use of wordy phrases and some sentences exceed 10 words.	Some areas redundant; most sentences too lengthy.	Wordy phrases & redundant info throughout.	
Accuracy	a) facts are accurate; b) figures are accurate; c) information is complete & relevant.	Meets or exceeds all 3 criteria.	Information is accurate and most areas are complete.	Facts/figures are accurate, but more information would be helpful.	Incomplete, with some inaccurate and/or irrelevant information.	Incomplete, inaccurate, and/or irrelevant information.	
Organization	a) ideas follow a logical order; b) transitions used as needed. c) well-developed introduction, discussion & conclusion.	Meets or exceeds all 3 criteria.	Fully developed intro, discussion & conclusion; most information presented in logical order.	Most of the report is organized in a logical fashion; no missing parts.	Intro or conclusion is missing; discussion not fully developed. No transitions.	Ideas not logically organized; missing 2 or more parts.	
Sources	a) information sources are cited; b) graphics are labeled, including sources.	Meets or exceeds both criteria.	Less than complete citations in a few instances.	Most sources are cited; most graphics are labeled.	Sources not cited as assigned; graphics not labeled.	No sources cited; plagiarism.	
Audience	a) specific audience; b) multi-cultural awareness; c) consistent use of 2 <sup>nd</sup> or 3 <sup>rd</sup> person. d) meets audience's need for information	Meets or exceeds all 4 criteria.	Meets criteria a, b & c. Meets criterion d most of the time.	Intended audience is clear; some lapses in use of person; some multicultural awareness problems.	Intended audience is not consistently addressed. Criteria b, c & d are not met.	No criterion is met.	

Compiled 06/03