

	Exemplary	Meets Standard	Emerging
<b>Audience</b>	The writing style and content clearly demonstrates purposeful consideration of the target audience, as well as how to best engage with that audience. The audience would enjoy reading such an essay.	The paper makes some effort to connect with the audience. Some material could be better elucidated for the particular audience.	Little to no evidence of an attempt to engage with the audience. Several vocabulary words and concepts that would be unfamiliar to the audience are not defined.
<b>Mechanics</b>	No errors in grammar, punctuation, and spelling.	Some typos and/or grammatical mistakes. Errors do not significantly distract from the writing.	Numerous distracting errors in grammar, spelling or punctuation.
<b>Sentences</b>	Sentences are purposeful and accurate, yet succinct. Where appropriate, sentences employ language that will draw in the audience.	Sentences are generally direct and purposeful. However, some sentences are overly wordy. Language and sentence structure could be tightened further.	Many sentences could be rephrased to be more direct.
<b>Paragraphs</b>	Paragraphs clearly communicate their individual purposes to the reader (e.g., through topic sentences). They are self-contained and, where appropriate, substantiate claims with evidence that is presented in a logical sequence.	For the most part, paragraphs effectively communicate the essay's argument. Some ideas should be split off into separate paragraphs. Additional evidence or rearrangement of sentences would provide a more powerful case for some paragraphs' claims.	Ideas are not effectively organized into self-contained paragraphs. Claims are not adequately substantiated within paragraphs.
<b>Essay</b>	Ideas are built up in a logically developed sequence of purposeful paragraphs. The reader can easily follow the flow of ideas through explicit or implicit transitions between paragraphs. By the end of the paper, the reader has a clear sense of the essay's position.	Overall, the reader is able to follow the author's argument. However, removal of unnecessary material and the re-ordering, build-up, or motivation of some paragraphs would clarify the arguments in the paper. The paper could leave the reader with a clearer sense of the author's position on the topic.	There is not a clear train of thought to follow, and the reader is pulled in competing directions. The way the material is presented requires substantial re-ordering, cutting, or restructuring.
<b>Citations</b>	All outside ideas, facts and figures are referenced in a consistent bibliographic format.	All outside ideas, facts, and figures are cited. Bibliographic formatting is inconsistent in some places.	The author fails to cite some ideas, facts or figures that are not his/her own.