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Name: **Assignment 2**

Description: **Week 9 Assignment 2: Written Communication**

Grid View

List View

	Unacceptable 0 - 69% F	Fair 70 - 79% C	Proficient 80 - 89% B	Exempt 100% A
1. Develop your Written Communication	<p>0 (0%) - 34.5 (17.25%)</p> <p>The author does not include or does not state clearly and concisely, the key message. The author does not offer or offers insufficient support for the key message. The author does not provide all necessary information or fails to build credibility. The request made of the audience is unclear, or action cannot be taken based on the communication.</p>	<p>35 (17.5%) - 39.5 (19.75%)</p> <p>The author's key message is reasonably clear and concise, and offers one or two supporting reasons. A minimal amount of necessary information is provided. Some attempt has been made to build credibility. The request made of the audience is fairly clear, but may not be actionable.</p>	<p>40 (20%) - 44.5 (22.25%)</p> <p>The author's key message is sufficiently clear and concise, and three or four supporting reasons are sufficiently compelling, appropriate, and relevant. The author provides a moderate amount of necessary information and makes a reasonable attempt to build credibility. The request made of the audience is sufficiently clear and is actionable.</p>	<p>45 (22.5%) (25%)</p> <p>The author's key message is clear and concise or four supporting reasons are compelling, appropriate and relevant. All necessary information has been provided and successfully builds credibility. The request made of the audience is thorough, clear and action-oriented.</p>
2. Write Professionally	<p>0 (0%) - 27.6 (13.8%)</p> <p>The written communication is not satisfactorily</p>	<p>28 (14%) - 31.6 (15.8%)</p> <p>The written communication is somewhat professional. It</p>	<p>32 (16%) - 35.6 (17.8%)</p> <p>The written communication is professional. It is mostly</p>	<p>36 (18%) (20%)</p> <p>The written communication is highly professional.</p>

	<p>is not professional. It is unclear and/or not concise, and is presented in an illogical order. Sentences do not flow easily throughout the document. Insufficient formatting has been used to make the document easier to read and understand and business formatting standards are not implemented.</p>	<p>is fairly clear and/or concise, and is presented in a fairly logical order. Sentences flow easily throughout some of the document. Formatting has been used to make the document easier to read and understand, but the formatting is applied inconsistently and does not consistently use best practices for the type of business writing that it is.</p>	<p>is clearly clear and/or concise, and is presented in a mostly logical order. Sentences flow easily throughout most of the document. Formatting techniques are mostly consistent and aligned with best practices for the type of business writing and help the reader quickly understand the message.</p>
<p>3. Demonstrate Professional Presence</p>	<p>0 (0%) - 20.7 (10.35%) Does not demonstrate, or demonstrates incompletely, a level of professional presence. The written communication lacks an authentic voice, uses an inappropriate tone for the type of communication, and contains inappropriate vocabulary in</p>	<p>21 (10.5%) - 23.7 (11.85%) Demonstrates a passable level of professional presence. The written communication has a fairly authentic voice, uses a somewhat appropriate professional tone for the type of communication, and employs contextually appropriate</p>	<p>24 (12%) - 26.7 (13.35%) Demonstrates a moderate level of professional presence. The written communication has an adequately authentic voice, uses a mostly appropriate professional tone for the type of communication, and employs contextually appropriate</p>

	<p>context. Document does not help to build confidence in the author while maintaining clarity for the audience.</p>	<p>vocabulary that attempts to build confidence in the author while maintaining clarity for the audience.</p>	<p>vocabulary that helps to build sufficient confidence in the author while maintaining clarity for the audience.</p>	
<p>4. Channel and Style</p>	<p>0 (0%) - 20.7 (10.35%) The student does not describe their channel and style choice or does so ineffectively.</p>	<p>21 (10.5%) - 23.7 (11.85%) The student satisfactorily describes their channel and style choice. It may lack some clarity or sound reasoning to support the decision.</p>	<p>24 (12%) - 26.7 (13.35%) The student adequately describes their channel and style choice rationale. It is mostly logical and sound.</p>	<p>27 (13.5%) (15%) The student fully describes and makes highly logical and sound channel and style choice decisions are fully explained and supported.</p>
<p>5. Use Feedback to Refine Your Communication</p>	<p>0 (0%) - 20.7 (10.35%) The student does not describe feedback received. The student does not explain how feedback was used to revise and improve the written communication.</p>	<p>21 (10.5%) - 23.7 (11.85%) The student satisfactorily describes or lists feedback received. The student partially explains how feedback was used to revise and improve the written communication.</p>	<p>24 (12%) - 26.7 (13.35%) The student adequately describes or lists feedback received. The student sufficiently explains how feedback was used to revise and improve the written communication.</p>	<p>27 (13.5%) (15%) The student accurately describes or lists feedback received. The student explains how feedback was used to revise and improve the written communication.</p>
<p>6. Write in a professional manner using proper grammar, punctuation, and spelling.</p>	<p>0 (0%) - 13.8 (6.9%) Writing does not meet minimal standards. Tone is not professional.</p>	<p>14 (7%) - 15.8 (7.9%) Writing is satisfactory. Professional tone is developing.</p>	<p>16 (8%) - 17.8 (8.9%) Writing could be improved, but meets acceptable standards.</p>	<p>18 (9%) (10%) Writing is excellent and is professional and sophisticated.</p>

mechanics, spelling, and formatting

professional. Communication is wholly lacking in logic, clarity, and/or consistent formatting. Contains many spelling, mechanical, formatting, and/or grammatical errors.

Shows moderate logic, clarity, and/or consistent formatting. May contain more than a few spelling, grammar, mechanical, or formatting errors.

Tone is professional. Shows logic, clarity, and consistent formatting. May contain few or no spelling, mechanical, and/or grammatical errors. There may be a small formatting error.

Shows clarity, and consistent formatting. Contains spelling, mechanical, grammar errors, and formatting that meets standards.

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