

Outcome #7a: Written Communication

	Exemplary	Competent	Emerging	Undeveloped
Appropriateness for intended audience	Main topic is highly engaging for primary audience. Level of complexity appropriate. Language, jargon, acronyms, labels explained when necessary. Level of formality matches primary audience.	Main topic is of interest to the primary audience. Level of presentation too complex or too simplistic for a few primary audience members. Very limited use of unexplained language, jargon, acronyms, or labels. Level of complexity and level of formality appropriate for nearly all audience members.	Main topic of little or no interest to several audience members. Level of presentation too complex or too simplistic for several audience members. 2 or 3 uses of unexplained jargon, acronyms, or labels. Level of presentation too formal or too informal for several audience members.	Main topic is of little or no interest to majority of the audience. Level of presentation too complex or too simplistic for majority of audience. Excessive of unexplained language, jargon, acronyms, or labels. Level of presentation too formal, or too informal for majority of audience.
Organization	Purpose and organization made explicit to audience. Contains all elements for clear communication (e.g. for written and oral, contains clear introduction, overview, main body, summary and conclusions. Layout of visual communication clearly draws attention to central theme.) Order/arrangement is logical and promotes easy understanding of topic or topics presented.	Purpose and organization apparent, but not made explicit to audience. Most elements necessary for clear communications are present (egg. for written and oral, contains clear introduction, overview, main body, summary and conclusions). Layout of visual communication adequately draws attention to central theme.) Order/arrangement is logical and promotes easy understanding of topic or topics presented.	Purpose and organization not made explicit to audience. Two element necessary for clear communications are missing (e.g.. for written and oral, contains clear introduction, overview, main body, summary and conclusions. Layout of visual communication could be improved to draw attention to central theme.) Order/arrangement not logical or doesn't promote easy understanding of topic or topics presented.	Purpose and organization not apparent or explicit. Elements missing from oral and written communication, layout of visual material draws attention away from main topic or theme. Illogical order or arrangement that inhibits easy understanding.
Clarity of Central Theme/topic	Limited to one or two main topics. Central theme or topic is easily evident to audience. If more than one topic, relation between topics is evident or very well explained. Transition from one topic to the next is logical and obvious.	One or two topics addressed. Central theme is discernable to audience. If two topics are covered, relationship between topics not clearly explained. Acceptable transition from first topic to second.	One or two topics addressed. Central theme discernible only by an expert in the field. Relationship between topics not explained or apparent. Transition from first topic to second not logical or obvious	Attempted to cover too many topics. Central theme or topic not apparent to audience. If two topics included, relationship between topics not explained or apparent. Transition between topics not logical or obvious.

<p>Appropriateness of supporting material</p>	<p>Compelling use of appropriate supporting material provided. Material is neither too complex, nor too simplistic for the primary audience. Multiple sources of support material are used where appropriate. Material is timely for the topic or theme. Source of material is clearly and completely documented.</p>	<p>Sufficient amount of appropriate supporting material provided. Most material is neither too complex, nor too simplistic for the audience. Multiple sources of support material are used where appropriate. Material is timely for the topic or theme. Source of material is clearly and completely documented.</p>	<p>Insufficient amount of supporting material used. Two examples of presentation too complex or simplistic for intended audience. Supporting material not timely. Source of material is clearly and completely documented.</p>	<p>Supporting material absent or inappropriate for promoting clear understanding. More than 2 examples of material too complex or simplistic for intended audience. More than 2 pieces of supporting material not timely. One or more pieces of supporting material not clearly and completely documented.</p>
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Prepared by members of the Natural Resource Ecology and Management Department Outcomes Assessment Committee (Iowa State University), 2010.