

	4	3	2	1
Purpose	Immediately provides a <i>clear</i> reason for writing. Offers a <i>compact</i> summary of all necessary background information.	Provides the reason for writing. Offers a summary of background information.	Provides the reason for writing. May provide background information.	May state a reason.
Explanation & Outcome	Offers several points which <i>skillfully</i> explain the writer's reason for writing. Includes <i>precise, well-chosen</i> anecdotes, descriptions, facts, statistics, specific events as appropriate. Presents <i>only relevant information</i> . Clearly states a desired outcome. Provides enough explanation to give the reader a complete picture while following the business rule of keeping things "short and sweet."	Offers several points which <i>competently</i> explain the writer's reason for writing. Includes <i>expected</i> anecdotes, descriptions, facts, statistics, specific events. Mixes important and less important information. Examples are more <i>general</i> and details are less well-chosen than in the score level 4. States a desired outcome but may not provide enough explanation to give the reader a complete picture.	Offers several points which <i>minimally</i> explain the reason for writing. Provides <i>simple</i> or <i>brief</i> factual support (1-2 sentences per point) OR may provide longer personal examples. Some claims <i>may be illogical</i> . States a desired outcome, but the writer's description of the situation is <i>very brief</i> and <i>incomplete</i> . OR the argument may be <i>deeply felt but not factually supported</i> .	The writer may: <ul style="list-style-type: none"> • merely list reasons • merely describe a situation • offer unrelated ideas • retell personal experience with little connection to the purpose • argue against the stated reason May state a desired outcome, but does not explain. The whole is extremely <i>incomplete, unclear, rambling, illogical, or disconnected</i> .
Organization	Covers all parts of the writing task. Focuses on the reason throughout. Understands the purpose. Speaks to the topic. Shows awareness of the audience. Successfully includes: <ul style="list-style-type: none"> • a graceful introduction, well- explained body, and satisfying conclusion • a logical sequence of ideas • effective balance between examples and the writer's explanation (commentary) • correct use of business letter format • effective use of page format, fonts, spacing, etc. to increase clarity • effective highlighting of central ideas or images 	Covers all parts of the writing task. Mostly focuses on the reason. Mostly understands the purpose. Speaks to the topic. Shows awareness of the audience. Successfully includes an introduction, body, and conclusion, but sections may be out of balance: <ul style="list-style-type: none"> • important examples and/or events may be missing or need detail • (or) may give too much detail • (or) may let examples "speak for themselves" without connecting them to the reasons and outcome <i>Mostly</i> displays correct use of business letter format and some use of spacing, fonts, etc. to increase clarity.	Covers only <i>parts</i> of the writing task. May understand the purpose but <i>does not successfully achieve it</i> . Speaks to the topic. May not show awareness of the audience. Organization is <i>unclear</i> or <i>mechanical</i> : <ul style="list-style-type: none"> • may seem more like an outline or advance organizer than a finished letter or memo • may offer lists without enough factual support • may ramble on and on, <i>lose focus</i>, and <i>include unimportant information</i> • sequence may be illogical • may lack an ending or end hurriedly Displays errors in the use of business letter format.	Covers only one part of the writing task. Shows no understanding of the purpose. May not speak to the topic. Shows no awareness of the audience. Shows no understanding of how to fulfill the writing type. Ideas are not well organized, or there is too little to organize.
Style	Tone is courteous and clearly suited to the reader's position in the business world. Uses precise, confident, interesting language. Creates a pleasing whole with varied sentences and purposeful transitions.	Tone is courteous and generally suited to the reader's position in the business world. Uses a variety of sentence types and some transitions but mostly commonplace language.	Tone may ignore the reader's position in the business world. Uses little sentence variety and elementary language.	The writer is unaware of the reader's position in the business world. Uses no sentence variety and basic language.
Correctness	Contains few or no errors. Errors present do not confuse the reader.	Contains some errors which do not confuse the reader.	Contains several errors which may confuse the reader.	Contains serious errors which confuse the reader.