

Competency: *Effective Communication (Written)*

Effective communication is the ability to process and exchange ideas and information through verbal, nonverbal, and written means in a clear and understandable manner.

The following rubric will be used to measure students' effective written communication skills as part of Broward College's general education assessment process. A faculty member may use any one class assignment for this assessment, so long as the assignment selected allows for an accurate measurement of at least one of the effective written communication outcomes included in the rubric below.

Please use one of the following learning outcomes to assess your students' work.

	<i>Exceeds Competency</i>	<i>Demonstrates Competency</i>	<i>Approaches Competency</i>	<i>Below Competency</i>
Demonstrate clarity of language	The writing is clear and eloquent. There are no significant errors in grammar, spelling, punctuation, and sentence structure	The writing is clear. It contains few errors in grammar, spelling, punctuation, and sentence structure	The writing is vague and/or contains a significant number of errors in grammar, spelling, punctuation, and sentence structure	The writing is incoherent and contains a substantial number of errors in grammar, spelling, punctuation, and sentence structure

	<i>Exceeds Competency</i>	<i>Demonstrates Competency</i>	<i>Approaches Competency</i>	<i>Below Competency</i>
Apply patterns of organization	A clear, effective, and appropriate pattern of organization is employed	A pattern of organization is employed, and it is mostly effective	The writing demonstrates limited organization and development	The writing lacks organization and development

	<i>Exceeds Competency</i>	<i>Demonstrates Competency</i>	<i>Approaches Competency</i>	<i>Below Competency</i>
Provide support with relevant and credible evidence	Ideas are supported by relevant and credible evidence that is incorporated in an appropriate manner for the intended audience	Ideas are supported by relevant and credible evidence, mostly incorporated in an appropriate manner for the intended audience	Ideas are only occasionally supported by relevant and credible evidence	The writing provides simplistic generalizations without adequate support

Outcome assessed:

Number of students who exceeded competency:

Number of students who demonstrated competency:

Number of students who approached competency:

Number of students who were below competency:

Number of students who did not turn in a submission: