2019 Value Rubric for Evaluating Excellence

To ascertain high-quality writing, the reviewers will apply the following rubric to submissions for the 2019 Writing Competition.

The rubric for evaluating excellence in writing is based on the Association of American Colleges and Universities' (AAC&U's) Written Communication Value Rubric, Capstone 4. For more information, please contact www.aacu.org/value

1. **Context of and Purpose for Writing** (5 Possible Points)

   *Includes considerations of audience, purpose, and the circumstances surrounding the writing assignment.*

   The writer demonstrates a thorough understanding of context, audience, and purpose that responds to the task(s) of the writing assignment.

2. **Content Development** (5 Possible Points)

   The writer uses appropriate, relevant, and compelling analysis and discussion to illustrate mastery of the topic.

3. **Genre and Disciplinary Conventions** (10 Possible Points)

   The writer adheres to formal and informal rules that constitute what is generally considered appropriate within different academic fields by demonstrating the ability to:
   - Demonstrate effective introductory strategies
   - Use appropriate voice (active, passive) and point of view (first, second, third)
   - Convey a clear thesis or hypothesis
   - Offer ideas that are suitable for the discipline and genre of the writing
   - Differentiate between their own ideas and the ideas of others
   - Synthesize the ideas of various authors or sources
   - Present meaningful evidence or examples to the audience
   - Provide critical perspectives on the topic
   - Build upon an issue they are addressing and give credit to work already accomplished in the field
Overall, the writer demonstrates detailed attention to and successful execution of a convention particular to a specific discipline and/or writing task, including content, structure, and formatting.

4. **Aesthetic Quality** (5 Possible Points)

The writer communicates meaning to their audience with appeal, clarity, and fluency through:
- Creative use of language (e.g., engaging or provocative word choice, etc.)
- Imagination (e.g., unique presentation of thoughts and ideas, etc.)
- Distinctive style (e.g., unusual but winsome expression or voice, etc.)
- Skillful use of literary craft (in fiction, nonfiction, and poetry)

5. **Control of Syntax and Mechanics** (5 Possible Points)

The writer exhibits virtually error-free writing by using appropriate and correct:
- Sentence structure
- Grammar
- Punctuation
- Spelling

6. **Correct Usage of an Appropriate Documentation Style, including in-text citations and list of sources**
   (5 Possible Points)

- Cite high-quality, credible, and relevant primary and secondary sources to support thesis or hypothesis,
- Use appropriate and correct documentation style (e.g., APA, MLA, Chicago, etc.) for in-text citations and bibliography

Grand Total Points: 35