



Effective Communicators: Effective communicators develop and express ideas that are purposeful, organized, and clear

	General Education		Bachelor's Degree	
COMPETENCY	1—EMERGING	2—BENCHMARK	3—MILESTONE	4—DEVELOPED
Structure Content to Accomplish Specific Purposes	Demonstrates minimal awareness of purpose and organization.	Demonstrates sufficient understanding of purpose and organization.	Demonstrates significant understanding and application by organizing content to accomplish a specific purpose.	Demonstrates thorough understanding and expert application by organizing content and exceeding expectations in accomplishing a specific purpose.
Follow Appropriate Processes of Content Development	Demonstrates minimal awareness of development processes and supporting simple ideas with detail, evidence, or examples.	Demonstrates sufficient understanding of development processes and supporting ideas with specific detail, accurate evidence, or relevant examples.	Demonstrates significant understanding and application by engaging in planning, inventing, and revising content and supporting complex ideas with credible, discipline-specific evidence.	Demonstrates thorough understanding and expert application by engaging in discipline-specific development processes, including planning, invention, drafting, revising, and sharing while supporting complex, compelling ideas with credible and convincing discipline-specific evidence.
Address Targeted Audiences Using Appropriate Modes of Delivery	Demonstrates minimal awareness of audience, context, and genre.	Demonstrates sufficient understanding of audience, context, and/or genre.	Demonstrates significant understanding and application by adapting communication to appeal to targeted audience, responding to context, and applying appropriate disciplinary conventions.	Demonstrates thorough understanding and expert application by adapting communication to appeal to targeted audience, responding to context, and applying appropriate disciplinary conventions.
Express Ideas Clearly	Demonstrates minimal awareness of standard grammar, spelling, and punctuation; basic language and stylistic conventions; and by presenting discernible ideas.	Demonstrates sufficient understanding of standard grammar, spelling, and punctuation; general language and stylistic conventions; and by presenting easily understandable ideas.	Demonstrates significant understanding and application by using standard grammar, spelling, and punctuation; applying disciplinary language and stylistic conventions; and by presenting complex ideas in an easily understandable way.	Demonstrates thorough understanding and expert application by using nearly flawless grammar, spelling, and punctuation; applying disciplinary language and stylistic conventions; and by presenting compelling ideas in a clear and precise way.

A score of zero in these categories indicates these items have not been demonstrated.