

SAMPLE SINGLE-POINT RUBRIC
Effective Writing Pedagogies in Public Affairs Seminar
Bernard L. Schwartz Communication Institute

Op-Ed Assignment

Not yet (Areas that need work)	Performance Standard	Evidence (How you've met the standard)
	<p>FRAMING AND ORGANIZATION</p> <ul style="list-style-type: none"> a.) Opening engages reader's interest and introduces specific topic b.) Message develops through logical and effective sequence of ideas c.) Transition language between paragraphs shows how ideas connect d.) Concludes memorably 	
	<p>CLAIMS AND EVIDENCE</p> <ul style="list-style-type: none"> a.) Articulates a clear, precise, and timely central claim b.) Provides strong reason for particular readership to care about claim c.) Presents relevant, compelling, and varied evidence to support claim 	
	<p>SENTENCE-LEVEL WRITING AND FORMAT</p> <ul style="list-style-type: none"> a.) Sentences are concise and varied in length and structure b.) Word choice is precise, accurate, and appropriate for a generalist audience c.) Grammar and syntax errors do not impede understanding d.) Writing is fully proofread for typos and punctuation e.) Length is op-ed appropriate (500-700 words) 	