

**2.0 A CVU graduate writes using standard English for a variety of purposes and audiences.**

<b>Standard of Performance</b>	<b>Exceeds the Standard</b>	<b>Achieves the Standard</b>	<b>Nearly Achieves the Standard</b>	<b>Little Evidence or Below the Standard</b>
<b>2.1 Purpose</b>	Establishes and maintains a clear, engaging purpose; writing style and techniques enhance the purpose.	Establishes and maintains a clear purpose; writing style and techniques are consistent with the purpose.	Attempts to establish and/or maintain a purpose, but clarity or consistency is lacking.	Does not establish or maintain a purpose.
<b>2.2 Organization</b>	Introduction is engaging and provides an overview of ideas; transitions support a logical and creative development of ideas; conclusion reinforces and extends main ideas.	Introduction provides an overview of ideas; transitions between sentences and paragraphs are logical; conclusion reinforces main ideas.	Provides introduction; transitions between ideas are non-existent or choppy; conclusion reiterates main ideas.	Lacks adequate introduction; ideas are weakly or haphazardly presented; inadequate or no conclusion.
<b>2.3 Evidence &amp; Analysis</b>	Key points are supported with evidence that is vivid and relevant; analysis is original and insightful.	Key points are supported with appropriate evidence; analysis explains how or why details are relevant.	Key points are insufficiently supported by evidence and/or analysis.	Key points lack evidence and/or analysis.
<b>2.4 G.U.M.</b>	Free or almost free of G.U.M. errors; facts and quotes are correctly documented.	G.U.M. errors do not detract from the effectiveness of the writing; facts and quotes are correctly documented.	G.U.M. errors detract from the effectiveness of the writing; facts and quotes are incorrectly documented.	Extensive G.U.M. errors make the writing ineffective; facts and quotes are correctly documented.

<b>2.5 Voice &amp; Tone</b>	The tone enhances the purpose of the writing; the point of view is clear and consistent; word choice is lively and varied; the language is fresh and free of clichés.	The tone is appropriate to the purpose of the writing; the point of view is consistent; word choice is varied; the language is free of clichés.	Attempts to establish tone or the tone is incompatible with the purpose; inconsistent point of view; limited and/or redundant word choice.	Inappropriate tone; point of view is not clear; word choice is redundant and/or inappropriate.
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