

PERSONAL/COLLEGE ESSAY RUBRIC

WRITER'S NAME: _____

Content	Weak	Fair	Good	Strong
1. Starts with an engaging introduction and draws the reader into the topic				
2. Focuses on a specific, well-defined topic -- an incident, experience, person or idea				
3. Tells an interesting story and elaborates with specific, vivid images and examples				
4. Explains why the topic is important to the author				
5. Ends with a satisfying conclusion				

Organization	Weak	Fair	Good	Strong
6. Follows a coherent pattern of organization (beginning, middle, end)				
7. Demonstrates proper and effective paragraphing				
8. Uses transitional words and phrases to maintain coherence and establish sequence within and between paragraphs				

Style	Weak	Fair	Good	Strong
9. Uses a vivid, precise vocabulary that is appropriate for the essay's audience				
10. Uses a variety of clear, correct sentence structures				
11. Written with a distinctive "voice" that conveys the personality of the writer				

Conventions	Weak	Fair	Good	Strong
12. Contains no more than one or two minor errors in grammar or usage				
13. Contains no more than one or two minor errors in spelling, capitalization or punctuation				
14. Essay is typed neatly, with adequate margins and complete heading				

EVALUATOR'S NAME _____