Student Learning Outcome (SLO) 5—Persuasive Communication. Students will be mindful of the art of persuasion in communicating with diverse communities. Measurement of SLO 5—Students will prepare a communiqué, e.g., memo, brochure, newsletter, speech, white paper, that is directed at an identified audience, e.g., parents, superintendent, business community, legislators, and that is focused on a policy or practice that students believe should be adopted or implemented.

1. Prepares an appropriate form of communiqué with which to communicate with an identified audience.

   - **Unacceptable**: Prepares an inappropriate form of communiqué with which to communicate with an identified audience or omits the identification of the targeted audience.
   - **Emerging**: Prepares an incomplete communiqué or identifies too diverse an audience with which to use the communiqué.
   - **Proficient**: Prepares an appropriate form of communiqué with which to communicate with an identified audience.
   - **Accomplished**: Prepares an exemplary communiqué with which to communicate with an identified audience.

2. Articulates a persuasive argument as to why a specified policy or practice should be adopted or implemented.

   - **Unacceptable**: Omit a persuasive argument or identification of the policy or practice.
   - **Emerging**: Prepares an unpersuasive or vague argument or the argument is inappropriate to the specified policy or practice.
   - **Proficient**: Prepares a persuasive argument that is targeted to a specified policy or practice.
   - **Accomplished**: Prepares a dynamic persuasive argument that is targeted to a specified policy or practice.

3. Applies an identified form of persuasive theory that is appropriate to the task.

   - **Unacceptable**: Omits application or the identity of a form of persuasive theory.
   - **Emerging**: Applies an identified form of persuasive theory that is inappropriate to the task.
   - **Proficient**: Applies an identified form of persuasive theory that is appropriate to the task.
   - **Accomplished**: Applies an identified form of persuasive theory that is exceptionally suited to the task.

**Close**