



### SLU Goal 3 - Effective Communicators EDL 821 Rubric

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.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Unacceptable</b>	<b>Emerging</b>	<b>Proficient</b>	<b>Accomplished</b>
Prepares an inappropriate form of communiqué with which to communicate with an identified audience or omits the identification of the targeted audience.	Prepares an incomplete communiqué or identifies too diverse an audience with which to use the communiqué.	Prepares an appropriate form of communiqué with which to communicate with an identified audience.	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.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Unacceptable</b>	<b>Emerging</b>	<b>Proficient</b>	<b>Accomplished</b>
Omits a persuasive argument or identification of the policy or practice.	Prepares an unpersuasive or vague argument or the argument is inappropriate to the specified policy or practice.	Prepares a persuasive argument that is targeted to a specified policy or practice.	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.

<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<b>Unacceptable</b>	<b>Emerging</b>	<b>Proficient</b>	<b>Accomplished</b>
Omits application or the identity of a form of persuasive theory.	Applies an identified form of persuasive theory that is inappropriate to the task.	Applies an identified form of persuasive theory that is appropriate to the task.	Applies an identified form of persuasive theory that is exceptionally suited to the task.

Close