

Complaint Letter Rubric

Element	Advanced (3)	On-Target (2)	Novice (1)
Content	<p><i>The writer:</i></p> <ul style="list-style-type: none"> • Begins with a compelling introduction that provides thorough background knowledge to understand the problem. • Presents the cause(s) and effect(s) of the problem in a well-worded problem statement, then explains the connections between multiple causes and effects. • Provides carefully selected details to fully illustrate the problem. • Includes well-selected evidence to show the far-reaching effects of the problem and also points to related issues. • Suggests an innovative solution logical for the evidence presented. 	<p><i>The writer:</i></p> <ul style="list-style-type: none"> • Introduces the problem by providing background knowledge. • Presents the cause(s) and effect(s) of the problem in a clearly worded problem statement. • Provides most of the relevant details that illustrate the problem. • Includes enough evidence to show the long-term effects of the problem or to point to related issues. • Suggests a solution for the problem. 	<p><i>The writer:</i></p> <ul style="list-style-type: none"> • Introduces the problem by providing little background knowledge. • The problem statement is incomplete because it presents the problem and either its causes or effects but not both; or presents both cause and effect but does not make clear the connection between them. • Does not provide enough relevant details to fully illustrate the problem; key points are missing. • Evidence of the problem's long-term effects and/or related issues is either missing or incomplete. • Suggested solution is either missing or illogical.
Organization	<ul style="list-style-type: none"> • The chosen structure consistently reveals the writer's line of reasoning both in the presentation of the problem and its effects and long-term outcomes and related issues. • Transitions also make clear the line of reasoning and create a logical flow between sentences and paragraphs. 	<ul style="list-style-type: none"> • The chosen structure usually logically reveals the cause, effect, and long-term outcomes of the problem, as well as related issues. • Only occasionally misplaced sentences or ideas. 	<ul style="list-style-type: none"> • The chosen structure does not make clear the cause and effect of the problem or its long-term outcomes and related issues. • The arrangement of paragraphs and sentences often lacks logic.
Style, Mechanics, and Format	<ul style="list-style-type: none"> • Voice is persuasive, authoritative and consistently appropriate for the intended audience. • The word choice is interesting, reflects the intended audience, and is specific to the chosen topic. • The essay contains no errors in punctuation. • Proper business letter format is used: <ul style="list-style-type: none"> ○ Sender and recipient's address in the proper place. ○ Date included. ○ Salutation, closing and CC list included. 	<ul style="list-style-type: none"> • Voice is appropriately persuasive and formal for the intended audience. • The word choice usually reflects the intended audience and is specific to the chosen topic. • Sentences are properly punctuated in most cases. • Proper business letter format is used: <ul style="list-style-type: none"> ○ Sender and recipient's address in the proper place. ○ Date included. ○ Salutation, closing and CC list included. 	<ul style="list-style-type: none"> • Voice is not appropriate for the intended audience; or shifts from informal to formal throughout the essay. • The word choice is simplistic and/or general and is not specific to the topic or intended audience. • Letter contains numerous punctuation errors that affect meaning and fluidity. • Proper business letter format is inconsistently or not used: <ul style="list-style-type: none"> ○ Sender and recipient's address is missing or misplaced. ○ Date not included or misplaced. ○ Salutation, closing or CC list missing.
Process Checklist	<p><i>The writer:</i></p> <ul style="list-style-type: none"> ○ Generated ideas to discover multiple topics and selected the most viable. ○ Drafted to explore and revise his/her topic choice. ○ Revised his/her draft to create a better organized and clearer essay. ○ Edited for stronger word choice, simpler sentences, and an error-free essay. ○ Reflected to understand and learn from the writing process. 		