

# Business Letter Assessment Rubric

Writer: \_\_\_\_\_

Date: \_\_\_\_\_

Topic: \_\_\_\_\_

Topic (Weight)	1	2	3	4
<b>Return Address &amp; Date</b>	<ul style="list-style-type: none"> <li>Return address or letterhead is missing.</li> <li>Date is missing.</li> <li>4 or more spelling, capitalization, or punctuation errors.</li> </ul>	<ul style="list-style-type: none"> <li>Return address or letterhead is missing some information.</li> <li>Date is there but format is incorrect.</li> <li>3 spelling, capitalization, or punctuation errors.</li> </ul>	<ul style="list-style-type: none"> <li>Return address or letterhead is complete &amp; accurate.</li> <li>Date is complete &amp; positioned correctly.</li> <li>1-2 spelling, capitalization, or punctuation errors.</li> </ul>	<ul style="list-style-type: none"> <li>Return address or letterhead is complete &amp; accurate.</li> <li>Date is complete &amp; positioned correctly.</li> <li>No spelling, capitalization, or punctuation errors.</li> </ul>
<b>Inside Address &amp; Salutation</b>	<ul style="list-style-type: none"> <li>Inside address is missing.</li> <li>Salutation is missing.</li> <li>Subject line is missing.</li> <li>More than 3 spelling, capitalization, or punctuation errors.</li> </ul>	<ul style="list-style-type: none"> <li>Inside address is missing information.</li> <li>Salutation is inappropriate.</li> <li>Subject line information is misleading.</li> <li>3 spelling, capitalization, or punctuation errors.</li> </ul>	<ul style="list-style-type: none"> <li>Inside address is complete &amp; accurate.</li> <li>Salutation is appropriate but incomplete.</li> <li>A subject line needed or added correctly.</li> <li>1 - 2 spelling, capitalization, or punctuation errors.</li> </ul>	<ul style="list-style-type: none"> <li>Inside address is complete &amp; accurate.</li> <li>Salutation is appropriate &amp; complete.</li> <li>A subject line needed or added correctly.</li> <li>No spelling, capitalization, or punctuation errors.</li> </ul>
<b>Content Organization &amp; Accuracy</b>	<ul style="list-style-type: none"> <li>No organization pattern is apparent.</li> <li>Paragraph order does not follow suggested format.</li> <li>Message has enough missing or incorrect information to be ineffective in meeting the writer's goal.</li> </ul>	<ul style="list-style-type: none"> <li>Organization is not appropriate to the writer's purpose.</li> <li>Paragraph order is close to the suggested model.</li> <li>Two pieces of information are missing or incorrect.</li> </ul>	<ul style="list-style-type: none"> <li>Organization is appropriate to the writer's purpose.</li> <li>Paragraph order is close to the suggested model.</li> <li>One piece of information is missing or incorrect.</li> </ul>	<ul style="list-style-type: none"> <li>Organization is appropriate to the writer's purpose.</li> <li>Paragraph order follows the suggested model.</li> <li>Message is complete and correct.</li> </ul>
<b>Closing, Signature, &amp; other End Matter</b>	<ul style="list-style-type: none"> <li>More than two pieces are missing or inaccurate.</li> </ul>	<ul style="list-style-type: none"> <li>Two pieces are missing or inaccurate.</li> </ul>	<ul style="list-style-type: none"> <li>One piece is missing or inaccurate.</li> </ul>	<ul style="list-style-type: none"> <li>Closing is appropriate.</li> <li>Written &amp; typed signatures are present.</li> <li>Reference initials &amp; enclosure reminder are included if needed.</li> </ul>
<b>Word Choice</b>	<ul style="list-style-type: none"> <li>Word choice is unprofessional.</li> </ul>	<ul style="list-style-type: none"> <li>Word choice is inappropriate for audience.</li> <li>Writer sometimes uses action verbs.</li> <li>Too much use of passive voice.</li> </ul>	<ul style="list-style-type: none"> <li>Word choice is mostly appropriate for audience.</li> <li>Writer uses action verbs.</li> <li>Use of passive voice ONLY as needed.</li> </ul>	<ul style="list-style-type: none"> <li>Word choice is appropriate for audience.</li> <li>Writer uses action verbs.</li> <li>Use of passive voice ONLY as needed.</li> </ul>
<b>Sentences Fluency, Paragraphs, &amp; Mechanics</b>	<ul style="list-style-type: none"> <li>More than 2 sentence fragments.</li> <li>Message is lost in poor construction.</li> <li>Paragraphs do not follow suggested format.</li> <li>Spelling, capitalization, or punctuation errors make message unclear.</li> <li>Grammar &amp; usage errors makes message unclear.</li> </ul>	<ul style="list-style-type: none"> <li>Two sentence fragments.</li> <li>Message is there, but underdeveloped.</li> <li>Awkward paragraph construction clouds the message.</li> <li>3-4 spelling, capitalization, or punctuation errors.</li> <li>3 - 4 grammar &amp; usage errors.</li> </ul>	<ul style="list-style-type: none"> <li>Some variation in sentence length. One fragment.</li> <li>Paragraph divisions are somewhat effective.</li> <li>Main purpose of the message is clear.</li> <li>1-2 spelling, capitalization, or punctuation errors.</li> <li>1-2 grammar &amp; usage errors.</li> </ul>	<ul style="list-style-type: none"> <li>Complete sentences of varying length.</li> <li>Paragraph divisions are effective.</li> <li>Number of paragraphs fits suggested format.</li> <li>Main purpose of the message is clear.</li> <li>No spelling, capitalization, or punctuation errors.</li> <li>Grammar &amp; usage are correct.</li> </ul>