Questions & Responses
in EPC Business Writing

Criteria		Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	
		1.0: Unsatisfactory/Poorly Understood with major mistakes	2.0: Satisfactory/Partially Understood with several mistakes / 3.0: Satisfactory/Mostly Understood with minor mistakes	4.0: Meritorious/Clearly Understood with few acceptable mistakes	
Overall	Professional Business Tone	**UNPROFESSIONAL:** Inappropriate or inconsistent tone; detached from or contrary to situation or purpose	**BUSINESS STANDARD:** Business communication is appropriate; generally meeting needs of situation and audience.	**PROFESSIONAL:** Business communication effectively addresses audience on business and personal levels.	OVERALL
Organization	**Follows Common Style:** Student organizes ideas logically. (ie. salutation, opening, body, closing, valediction)	**MESSY:** Major deviation from suggested organization	**CLEAN:** Few deviations from suggested organization	**PERFECT:** Follows suggested organization completely.	ENTIRE MES
	Readability: Student expresses ideas fully and clearly using carefully selected words.	**CONFUSING:** ideas appear disjointed, unclear, or disorganized.	**UNDERSTANDABLE:** uses key expressions, phrases, conjunctions, to create understandable ideas.	**EXCEPTIONAL:** uses key expressions, phrases, and conjunctions to deliver an exceptional understood idea.	PARAGRAPHS
Mechanics	Sentence Structure	**READER STRUGGLES TO GET THE POINT:** Overly simple or needlessly complex writing. Poorly chosen or mistaken vocabulary.	**READER BASICALLY GETS THE POINT:** Communicates an adequate message relatively effectively.	**READER CLEARLY & COMPLETELY GETS THE POINT:** Communicates complex ideas concisely. Excellent choice of structure and length.	SENTENC
	Grammar, Spelling & Punctuation	**UNACCEPTABLE LEVEL OF EDITING:** Distracts reader with errors of grammar, spelling, or other mechanics.	**ACCEPTABLE LEVEL OF EDITING:** Does not distract reader with errors of grammar, spelling, or other mechanics.		PARTS OF SEN

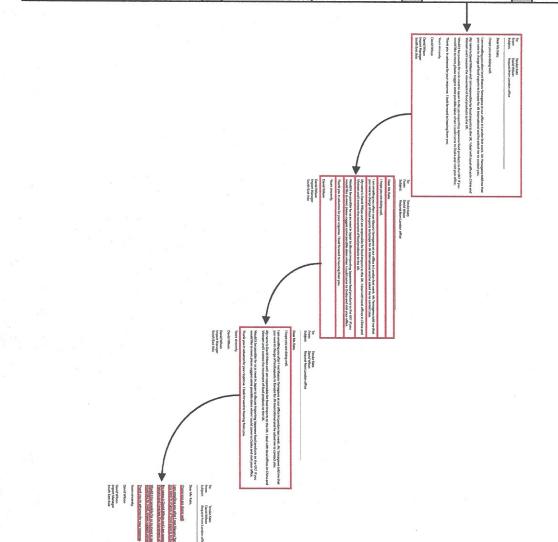| Criteria	
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ericgabriel llc