

Editorial Rubric

Category	7-6	5-4	3-2	1-0
Purpose	The editorial has a clearly stated purpose and a specific topic.	The editorial's topic and purpose are generally clear and can be understood with little to no difficulty.	The editorial has a topic but it is unclear or vague. Letter has a purpose, but it is unclear or vague.	The editorial lacks a clear purpose and/or specific topic.
Organization	Body paragraphs perfectly follow* the prescribed outline: <ul style="list-style-type: none"> ☞ Opening statement (thesis) ☞ Opens with the counterpoint ☞ Addresses counterpoint, providing facts & logic ☞ Provides solution(s) ☞ Conclusion 	Body paragraphs generally follow formatting guidelines. Student omitted one of the sections.	Body paragraphs somewhat follow formatting guidelines. Student omitted or mixed up two or three of the sections.	Body paragraphs do not follow formatting guidelines. Student omitted or mixed up multiple sections. Student wrote a single paragraph that touches on most of the points but is too short and/or disorganized.
Writing	Grammar and mechanics are correct throughout. There are no errors.	Minor errors in grammar and mechanics. There are fewer than five errors.	There are more than five errors in grammar and mechanics, though they do not affect the ability to read and understand the content.	There are significant and noticeable errors throughout the brochure. Errors affect the ability to understand the content.

*Use your judgment when it comes to students combining or reordering paragraphs. Depending on a student's writing style and/or ability, the letter may be more effective if they break a few of the rules.