

Communication Literacy Program-Level Rubric

Department Chairs and School Directors should review CL course-level assessment data provided by IoRs of CL courses. Then, Chairs and Directors should make a general evaluation, based on that data, of how students in the program are generally performing in each of the three criteria listed below. Following that evaluation, Chairs and Directors should describe what, if any, changes to the program's CL plan or to the individual CL courses might be made to address the program-level evaluation.

Criteria	Target (3)	Acceptable (2)	Unacceptable (1)
Clarity of communication	Excellent ability to craft and execute clear (according to the standards of the discipline) messages.	Adequate ability to craft and execute clear (according to the standards of the discipline) messages.	Lack of or limited ability to craft and execute clear (according to the standards of the discipline) messages.
Fluency in mode of communication	Excellent use of techniques specific to the mode of communication used (e.g., writing, graphing, playing an instrument, speaking).	Adequate use of techniques specific to the mode of communication used (e.g., writing, graphing, playing an instrument, speaking).	Lack of or limited use of techniques specific to the mode of communication used (e.g., writing, graphing, playing an instrument, speaking).
Awareness of audience	Excellent ability to connect the message to its intended audience.	Adequate ability to connect the message to its intended audience.	Lack of or limited ability to connect the message to its intended audience.