

**11 - Written Communication** - Expressing oneself clearly in business writing.

	<b>Basic</b>	<b>Proficient</b>	<b>Advanced</b>
<b>Professional/ Specialist</b>	<ul style="list-style-type: none"> <li>• Does not always express ideas in a clear and concise manner in writing</li> <li>• Written ideas are not always clear and organization may not be distinct</li> <li>• Uses one style of written communications to all audiences</li> <li>• Uses graphics or other aids</li> <li>• Sometimes misspells words</li> <li>• At times, writes using vague, non-specific language</li> <li>• Sometimes uses punctuation incorrectly</li> <li>• Is not always grammatically correct</li> <li>• Does not always use an appropriate business writing style</li> </ul>	<ul style="list-style-type: none"> <li>• Expresses ideas clearly and concisely in writing</li> <li>• Organizes written ideas clearly and signals the organization to the reader (e.g., through an introductory paragraph or through use of headings)</li> <li>• Tailors written communications to effectively reach an audience</li> <li>• Uses graphics and other aids to clarify complex or technical information</li> <li>• Spells correctly</li> <li>• Writes using concrete, specific language</li> <li>• Uses punctuation correctly</li> <li>• Writes grammatically</li> <li>• Uses an appropriate business writing style</li> </ul>	<ul style="list-style-type: none"> <li>• Expresses ideas in a very clear, concise, and effective manner in writing</li> <li>• Organizes written ideas in a very clear fashion and conveys the organization to the reader in an effective way (e.g., through an introductory paragraph or through use of headings)</li> <li>• Always tailors written communications in such a way that it effectively communicates the intended message</li> <li>• Uses graphics and other aids to clarify, simplify, and help the audience better understand complex or technical information</li> <li>• Always spells correctly</li> <li>• Writes using clear, concrete, and specific language that improves understanding</li> <li>• Uses punctuation correctly and in such a way that it conveys the true meaning of what is being communicated</li> <li>• Writes in a grammatically correct fashion that improves understanding</li> <li>• Uses an appropriate business writing style that conveys professionalism and expertise</li> </ul>

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<b>Supervisor/ Manager</b>	<ul style="list-style-type: none"> <li>• Does not always express ideas in a clear and concise manner in writing</li> <li>• Written ideas are not always clear and organization may not be distinct</li> <li>• Uses one style of written communications to all audiences</li> <li>• Uses graphics or other aids</li> <li>• Sometimes misspells words</li> <li>• At times, writes using vague, non-specific language</li> <li>• Sometimes uses punctuation incorrectly</li> <li>• Is not always grammatically correct</li> <li>• Does not always use an appropriate business writing style</li> </ul>	<ul style="list-style-type: none"> <li>• Expresses ideas clearly and concisely in writing</li> <li>• Organizes written ideas clearly and signals the organization to the reader (e.g., through an introductory paragraph or through use of headings)</li> <li>• Tailors written communications to effectively reach an audience</li> <li>• Uses graphics and other aids to clarify complex or technical information</li> <li>• Spells correctly</li> <li>• Writes using concrete, specific language</li> <li>• Uses punctuation correctly</li> <li>• Writes grammatically</li> <li>• Uses an appropriate business writing style</li> </ul>	<ul style="list-style-type: none"> <li>• Expresses ideas in a very clear, concise, and effective manner in writing</li> <li>• Organizes written ideas in a very clear fashion and conveys the organization to the reader in an effective way (e.g., through an introductory paragraph or through use of headings)</li> <li>• Always tailors written communications in such a way that it effectively communicates the intended message</li> <li>• Uses graphics and other aids to clarify, simplify, and help the audience better understand complex or technical information</li> <li>• Always spells correctly</li> <li>• Writes using clear, concrete, and specific language that improves understanding</li> <li>• Uses punctuation correctly and in such a way that it conveys the true meaning of what is being communicated</li> <li>• Writes in a grammatically correct fashion that improves understanding</li> <li>• Uses an appropriate business writing style that conveys professionalism and expertise</li> </ul>

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<b>Director/ Executive</b>	<ul style="list-style-type: none"> <li>• Does not always express ideas in a clear and concise manner in writing</li> <li>• Written ideas are not always clear and organization may not be distinct</li> <li>• Uses one style of written communications to all audiences</li> <li>• Uses graphics or other aids</li> <li>• Sometimes misspells words</li> <li>• At times, writes using vague, non-specific language</li> <li>• Sometimes uses punctuation incorrectly</li> <li>• Is not always grammatically correct</li> <li>• Does not always use an appropriate business writing style</li> </ul>	<ul style="list-style-type: none"> <li>• Expresses ideas clearly and concisely in writing</li> <li>• Organizes written ideas clearly and signals the organization to the reader (e.g., through an introductory paragraph or through use of headings)</li> <li>• Tailors written communications to effectively reach an audience</li> <li>• Uses graphics and other aids to clarify complex or technical information</li> <li>• Spells correctly</li> <li>• Writes using concrete, specific language</li> <li>• Uses punctuation correctly</li> <li>• Writes grammatically</li> <li>• Uses an appropriate business writing style</li> </ul>	<ul style="list-style-type: none"> <li>• Expresses ideas in a very clear, concise, and effective manner in writing</li> <li>• Organizes written ideas in a very clear fashion and conveys the organization to the reader in an effective way (e.g., through an introductory paragraph or through use of headings)</li> <li>• Always tailors written communications in such a way that it effectively communicates the intended message</li> <li>• Uses graphics and other aids to clarify, simplify, and help the audience better understand complex or technical information</li> <li>• Always spells correctly</li> <li>• Writes using clear, concrete, and specific language that improves understanding</li> <li>• Uses punctuation correctly and in such a way that it conveys the true meaning of what is being communicated</li> <li>• Writes in a grammatically correct fashion that improves understanding</li> <li>• Uses an appropriate business writing style that conveys professionalism and expertise</li> </ul>