

Crouse Professional Writing Scholarship (Undergraduate)

Writing & Publishing

Item	(1) Emerging	(2) Acceptable	(3) Proficient	(4) Exemplary
Letter	Expresses broad career goals related to professional writing. While there is an attempt to connect past achievements with future goals, improvements are needed for clarity and coherence. Document design is in the early stages of development, demonstrating a basic understanding of professional formatting conventions. Improvements are needed for enhanced readability, visual appeal, and organization.	Expresses career goals related to professional writing but does not demonstrate actions to pursue these goals beyond coursework. The content is organized and provides a reasonable connection between past experiences and future goals. The letter provides a basic understanding of the applicant's strengths. Document design meets basic standards, with an overall clean and organized appearance.	Expresses specific career goals related to professional writing and provides limited and/or non-specific evidence of actions taken to help achieve these goals. The content is well-organized, demonstrating a clear connection between past achievements and future goals. The letter is well-written, with a narrative that highlights the applicant's strengths. Document design is well-executed, adhering to formatting conventions effectively.	Expresses specific career goals related to professional writing and provides evidence of extensive, meaningful, and specific actions taken to help achieve these goals. The content is compelling, demonstrating a strong connection between past achievements and future goals. The letter is exceptionally well-written, with a clear and engaging narrative that highlights the applicant's strengths. Document design is exceptionally well-executed, demonstrating a sophisticated understanding of formatting conventions.
Resume	Resume is in the early stages of development, demonstrating a basic understanding of presenting the candidate's professional experience, skills, and education. Improvements are needed for clarity and detail.	Resume provides an overview of the candidate's professional experience, skills, and education. The document is generally well-organized, but improvements are needed in terms of highlighting specific achievements and contributions.	Resume provides a well-organized and detailed overview of the candidate's professional experience, skills, and education, showcasing key achievements and relevant skills. The document is professionally formatted, contributing to overall readability.	Resume provides a clear and concise overview of the candidate's professional experience, skills, and education, emphasizing significant achievements and contributions. The document is exceptionally well-formatted with a professional design that enhances readability.
Sample 1	The sample is in the early stages of development, showing a basic understanding of writing and publishing conventions. The content is presented in a somewhat	The sample displays some skill in writing and publishing . The content is clear and organized, though it may lack some originality or depth. The document exhibits some	The sample displays proficient skill in writing and publishing , showcasing an understanding of genre, style, and industry conventions. The content is compelling,	The sample showcases exceptional skill in writing and publishing , demonstrating a sophisticated understanding of genre, style, and industry conventions. The content is

	organized manner, but improvements are needed for clarity and coherence. The document shows potential but needs additional work.	attention to detail, clarity, and coherence.	demonstrating a solid grasp of the subject matter. The document exhibits a proficient level of attention to detail, clarity, and coherence.	engaging, original, and demonstrates a deep knowledge of the subject matter. The document exhibits an outstanding level of attention to detail, clarity, and coherence.
Sample 2	The sample is in the early stages of development, showing a basic understanding of writing and publishing conventions. The content is presented in a somewhat organized manner, but improvements are needed for clarity and coherence. The document shows potential but needs additional work.	The sample displays some skill in writing and publishing. The content is clear and organized, though it may lack some originality or depth. The document exhibits some attention to detail, clarity, and coherence.	The sample displays proficient skill in writing and publishing, showcasing an understanding of genre, style, and industry conventions. The content is compelling, demonstrating a solid grasp of the subject matter. The document exhibits a proficient	The sample showcases exceptional skill in writing and publishing, demonstrating a sophisticated understanding of genre, style, and industry conventions. The content is engaging, original, and demonstrates a deep knowledge of the subject matter. The document exhibits an outstanding level of attention to detail, clarity, and coherence.
Transcript	Less than 2.5	2.5 – 2.99	3.0 – 3.49	3.5 – 4.0