PSWCD SCHOLARSHIP
ESSAY RUBRIC

Key Concepts	Score 7	Score 6	Score 4 or 5	Score 3	Score 2	Score 1
Meaning: What was shared about themselves?	A unique personal response that provides deep insight into self	A totally personal response that is quite original	A mix of personal and other information that is slightly engaged	A mix of personal and other information, but not very unique	Some new information, but nothing that is personal or interesting	Strictly a repeat of the information that is already known
Development: How specific and meaningful were their insights into environmental issues?	Tells a unique story that clearly defines the environmental issue	Describes (details) personal leadership traits and environmental goals	Explains personal characteristics and environmental goals	Lists personal leadership traits and goals with little detail	No new personal information provided	No knowledge of character or environmental goals is provided
Organization: How creative and developed were the ideas?	Clear conclusion, smooth paragraph transitions, proper length	Thoughts flow naturally / good transitions, proper length	Consistent focus / well balanced, proper length	Simple, but formal structure (intro, body, conclusion)	Shifting focus / does not flow properly, not long enough	No noticeable organization
Language: How refined was the sense of audience and purpose?	Demonstrates an engaging personal voice while addressing target audience	Uses specific vocabulary & sentences to address questions	Addresses the target audience using moderately accurate language	Uses simple vocabulary / sentences	Uses language that is not suitable to the objectives	Uses incoherent or inappropriate language
Grammar: How correct was the grammar?	Nearly perfect (0-3 errors)	A few errors (3-5 errors)	A few basic errors (5-7 errors)	Many errors (more than 7)	Barely readable	Writing is incoherent
Total of columns _____/35__	Total points in this column _____	Total points in this column _____	Total points in this column _____	Total points in this column _____	Total points in this column _____	Total points in this column _____