

## Personal Statement

CATEGORY	Exceptional	Good	Needs Development	Poor
<b>Attention Grabber</b>	The introductory paragraph has a strong hook or attention grabber that is appropriate for the audience. This could be a strong statement, a relevant quotation, statistic, or question addressed to the reader.	The introductory paragraph has a hook or attention grabber, but it is weak, rambling or inappropriate for the audience.	The author has an interesting introductory paragraph but the connection to the topic is not clear.	The introductory paragraph is not interesting AND is not relevant to the topic.
<b>Focus or Thesis Statement</b>	The thesis statement names the topic of the essay and outlines the main points to be discussed.	The thesis statement names the topic of the essay.	The thesis statement outlines some or all of the main points to be discussed but does not name the topic.	The thesis statement does not name the topic AND does not preview what will be discussed.
<b>Show vs. Tell</b>	Writer uses many techniques to "show" their experience to the reader, including dialogue, vivid language, imagery, and incorporation of the senses.	Writer often uses techniques to show story, but either leaves out important details or does not employ all techniques asked of him or her.	Creative writing techniques used at times, but essay does not pull readers in; OR very few attempts to pull readers in to the story.	Very bland and non-descriptive story; no figurative language, imagery, or dialogue used; writer simply lists facts of story.
<b>Evidence and Examples</b>	All of the evidence and examples are specific, relevant and explanations are given that show how each piece of evidence supports the author's position.	Most of the evidence and examples are specific, relevant and explanations are given that show how each piece of evidence supports the author's position.	At least one of the pieces of evidence and examples is relevant and has an explanation that shows how that piece of evidence supports the author's position.	Evidence and examples are NOT relevant AND/OR are not explained.
<b>Point</b>	The writer thoroughly explains the lesson they learned and how it helped shape them into a productive member of society; also shows why s/he would be a benefit to a university.	Clear point to story, however author does not fully explain its significance and effect on her or him.	Somewhat unclear point that leaves readers confused or needing to infer what the significance of this story is.	No connection between story and point; seems to have been added as an afterthought.
<b>Capitalization &amp; Punctuation</b>	Author makes no errors in capitalization or punctuation, so the essay is exceptionally easy to read.	Author makes 1-2 errors in capitalization or punctuation, but the essay is still easy to read.	Author makes a few errors in capitalization and/or punctuation that catch the reader's attention and interrupt the flow.	Author makes several errors in capitalization and/or punctuation that catch the reader's attention and interrupt the flow.
<b>Audience</b>	Demonstrates a clear understanding of the potential reader and uses appropriate vocabulary and supports. Anticipates reader's questions and provides thorough answers appropriate for that audience.	Demonstrates a general understanding of the potential reader and uses vocabulary and supports appropriate for that audience.	Demonstrates some understanding of the potential reader and uses supports appropriate for that audience.	It is not clear who the author is writing for.