



Core Competency Scoring Rubric

Ferris State University

Communication – COMW2

Use of Information – Students will collect, assess, synthesize, and organize information or data and integrate that material into written, oral, or non-verbal communication that makes the appropriate contribution to a situation or discussion.

Evaluated during the spring semester of odd-numbered years.

Level	Description
4 – Advanced Advanced performances exceed the expectations for Ferris graduates.	Collection of information: Accesses information using effective, well-designed search strategies applied to the most appropriate information sources and databases. Evaluation of information: Demonstrates critical selective discernment of seminal, precedential, or influential sources relevant to a specific purpose and audience. Integration of Material: Skillfully organizes, synthesizes, and contextualizes evidence. Consistently distinguishes between own ideas and ideas of others. Seamlessly knits together paraphrase, summary, or quotes that are appropriate to context and true to the intentions of the original discourses. Ethical and Legal Use of Information: Correct and contextual use of citations and references. Demonstrates a full understanding of the ethical and legal restrictions on the use of published, confidential, and/or proprietary information, including Fair Use Laws.
3 – Proficient Proficient performances meet the expectations for Ferris graduates. All students are expected to attain this level of ability by graduation.	Collection of information: Finds and accesses information through various resources, recognizing differences between primary, secondary and tertiary sources. Evaluation of information: Demonstrates critical selective discernment with choosing timely, credible sources relevant to a specific purpose and audience. Integration of Material: Organizes, synthesizes, and contextualizes evidence appropriately for communication goals. Distinguishes between own ideas and ideas of others. Chooses paraphrasing, summary, or quoting appropriate to context and true to the intentions of the original discourses. Ethical and Legal Use of Information: Correctly uses citations and references according to a format appropriate to the discipline. Demonstrates understanding of the ethical and legal restrictions on the use of published, confidential, and/or proprietary information, including Fair Use Laws. Distinguishes between common knowledge and ideas requiring attribution.
2 Progressing Although this work is more accomplished than that of novices, the scope and accuracy of the response does not yet satisfactorily address the learning outcome.	Collection of information: Retrieves appropriate sources using a variety of methods and can create a system for organizing the information Evaluation of information: Uses credible sources which demonstrate more than one viewpoint. Integration of Material: Employs evidence to support claim(s) and argument(s). Presents some evidence with context. Distinction between own ideas and ideas of others is usually clear. Chooses paraphrasing, summary, or quoting appropriate to the context. Ethical and Legal Use of Information: Avoids plagiarism through use of citations and documentation according to at least one format. Distinguishes between common knowledge and ideas requiring attribution.
1 Beginning Beginning performances do not meet the expectations for Ferris graduates. This work exhibits a novice level of ability with regard to addressing the learning outcome.	Collection of information: Retrieves information using simple search strategies, retrieves information from limited and similar sources. Can select appropriate information technologies to gather information. Evaluation of information: Uses some appropriate sources, but chooses others which are not suitable for academic work. Integration of Material: Sporadically uses evidence to support claim(s) or argument(s). Little use of context. Intermittent distinction between own ideas and ideas of others. Ethical and Legal Use of Information: Avoids plagiarism through use of citations and documentation according to at least one format. Quotes correctly, although makes mistakes in paraphrase or summary. Distinguishes between common knowledge and ideas requiring attribution.

<p>0 – Unsatisfactory Dissatisfactory performances neither meet the expectations for Ferris graduates nor those for incoming freshmen. This work exhibits profound deficiencies and/or is incomplete.</p>	<p>Collection of information: Cannot retrieve information effectively from any source. Cannot select appropriate information technologies to gather information retrieves information that lacks relevance and quality</p> <p>Evaluation of information: Inappropriate use of sources</p> <p>Integration of Material: Inadequate use of evidence to support claim(s) or argument(s). Little use of context. Intermittent distinction between own ideas and ideas of others.</p> <p>Integration of Material: Claim(s) or argument(s) lack necessary evidence. Does not contextualize quotes and evidence. Does not distinguish between own ideas and ideas of others.</p> <p>Ethical and Legal Use of Information: Does not use citations and documentation to avoid plagiarism. Inconsistently paraphrases, summarizes, or quotes. Is not always able to distinguish between common knowledge and ideas requiring attribution.</p>
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