

Personal Statement Rubric: Professional School Applications

Skill	Professional (4)	Proficient (3)	Developing (2)	Incomplete (1)	Your Score
Authentic story	Tells an authentic and engaging story, using concrete details and insightful reflections. Provides detailed examples and relevant experiences that are specific and descriptive. Thoughtfully reflects on each experience, thoroughly explaining the lessons learned and how the experience shaped them.	Tells an engaging story, but could use more details and reflections. Tries to reflect on each experience, explaining lessons learned and how the experience shaped him or her. Reflection may not be very thoughtful or thorough in some places.	Story does not feel engaging or authentic. May sound formulaic or includes cliches. May also have some disconnects or rough spots (e.g.: transitions or examples could be smoother). Story is lacking in details and reflection including lessons learned. Details, examples, and reflection are lacking.	Tells a choppy story. Details seem unfinished or unconnected. Story is lacking in details, examples, and reflection.	
Explains WHY. Why is this your mission and why the choice of profession?	Writing clearly describes reasons for wanting to attend professional school. Rationale is mature and clearly well-thought out. Writing is persuasive.	Writing describes reasons for wanting to attend professional school, but they may be lacking or unclear. Rationale lacks maturity. Writing tries to be persuasive.	Writing tries to describe reasons for wanting to attend professional school, but may be unclear or rely on cliches. Rationale is not mature. Writing is not persuasive.	The reasons for wanting to attend professional school are unclear or rely on cliches. Rationale is not mature. Writing is not persuasive.	

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Professional Tone	Writing uses engaging language. Word choice/terminology is well-integrated to communicate knowledge of the field. No unprofessional content.	Writing uses strong language. Word choice/terminology is appropriate. No unprofessional content.	Writing uses basic and/or repetitive word choice. Word choice/terminology seems forced like the writer is trying hard to impress with keywords.	Writing uses informal language. No acknowledgement of field-specific topics or terminology. Unprofessional content.	
Organization	Writing includes logical flow of ideas supported by compelling examples. Writing is well organized, including a clear intro., main body, and conclusion. Introduction includes thesis or introduces theme. Each body paragraph has a topic sentence, develops one main idea, and has a transition linking it to the next paragraph. The conclusion brings everything together plus adds a little more.	The writing includes an intro., main body, and conclusion. The intro includes a thesis. 1-2 body paragraphs may lack a topic sentence, include more than one idea, or lack a transition. The conclusion summarizes the main argument but may not add a little more.	Writing includes intro, main body and conclusion. The intro includes a thesis. Multiple body paragraphs may lack a topic sentence, include more than one main idea, or lack a transition. The conclusion may not clearly summarize the argument or add a little more.	Writing is disorganized.	
Style, Mechanics	Uses correct grammar, spelling, and punctuation. Writing is clear and concise, without unnecessary jargon.	Has minor errors in grammar, spelling or punctuation. Writing is clear and concise, without unnecessary jargon.	Has moderate errors in grammar, spelling or punctuation; or in some places writing is unclear, wordy, or uses unnecessary jargon.	Has major errors in grammar, spelling, or punctuation; or in many places writing is unclear, wordy, or uses unnecessary jargon.	