

SF State Public Administration Writing Rubric (Used for Letter of Admission)

Feature	Poor (0 point)	Fair (2 points)	Good (4 points)	Excellent (6 points)	Reader 1 Score	Reader 2 Score
1. Content	Doesn't cover any of the requested content (7 items)	Covers at least some of the 7 items / covers content but in a formulaic way	Covers 3-5 items / covers the content with imagination (e.g. provides examples or otherwise brings the content to life)	Covers 6-7 items of the content and more while bringing the essay to life with unusual examples and an introduction that captures one's attention from the start		
2. Organization	No headings or transitions at all, no sign of organization.	Is not well organized.	Is well organized with transitions between paragraphs and sections.	All of the above and, in addition, the organizing principle shows creativity and imagination.		
3. Development	Applicant provides no reasons for how the degree would be helpful to career goals, why this is the right time or how the MPA program is a good fit.	Applicant provides reasons for some, but not all of the above.	Applicant provides reasons for each of the three, but not with any added detail.	Applicant provides well-thought out and convincing reasons for how the degree would help career goals, why this is the right time and how the MPA program is a good fit.		
4. Usage	There are many errors in usage, making comprehension extremely difficult.	There are frequent errors in usage that make comprehension difficult	Words are used correctly but tone is wrong for the essay's purpose and audience	Usage is in accordance with edited American English and appropriate for the purpose and audience		
5. Spelling & Grammar	Major misspelling and/or grammatical errors	Minor misspelling and/or grammatical errors	The only misspelling errors appear to be typos that spellcheck would not have caught	No spelling or grammatical errors		

Score: 0 – 30

Total: _____

Areas to be Included in Essay:

- Life experiences that have led you to an interest in public service (public or nonprofit)
- Background in the public service, including any work or volunteer experience you might have in public or nonprofit agencies
- Areas of specific interests in the public service, including what has led you to these specific interests
- Career and professional goals and aspiration
- Describe how the MPA degree will be helpful and consistent with your career goals and aspirations
- Describe why this is the right time in your career to come into a MPA program and seek the degree
- Describe why the SF State MPA degree program is a good fit for you and your career / professional goals