Dr. Reed Grading Rubric

Content (40 points)

Common ground opening, problem development, solution development, next-step close: are all the parts there?

Is development effective and clear?

  • Does opening do an effective job of establishing a positive, welcoming receptive space?
  • Does the problem development establish a compelling need for a solution?
  • Is solution development clear about what the solution is and how it works? Does it emphasize the primary benefit?
  • Are there secondary benefits?
  • Does the close ask for action with a deadline date?

Clarity (25 points)

Are sentences effective?

  • Are they too stiff and formal?
  • Is tone warm and personal?
  • Are they too weak and passive?
  • Are they too long, wordy, and convoluted?

Correctness ((10 points)

Are usage and mechanics ok?

  • Typos, misspellings, agreement issues, danglers, punctuation