Dr. Reed Grading Rubric

Content

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 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

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

Are usage and mechanics ok?

* Typos, misspellings, agreement issues, danglers, punctuation