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