

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 within a specific time frame?

Clarity (25 points)

Are paragraphs too long? (seven-line rule)

Are there opportunities for lists?

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, dangles, punctuation