

TRAITS	EXCELLENT QUALITY (4)	CONSIDERABLE QUALITY (3)	ADEQUATE QUALITY (2)	INCONSISTENT QUALITY (1)	UNSATISFACTORY QUALITY (0.5)
FORMAT/LAYOUT	Follows formal report conventions: Prefatory parts Parallel headings Supplementary parts Demonstrates an effective layout Uses effective visual aids to clarify information Demonstrates an exceptional thoroughness in documentation	Follows all but one of the formal report conventions Demonstrates an effective layout Uses most visual aids effectively to clarify information Demonstrates a strong commitment to documentation	Reveals two format errors Applies convention incorrectly/incompletely Exhibits noticeable layout errors Uses headings inconsistently Provides some effective visual aids Makes only minor errors in documentation	Reveals three format errors Applies convention incorrectly/incompletely Exhibits noticeable layout errors Uses headings Inconsistently Does not introduce/illustrate data effectively Makes a limited commitment to documentation	Non-presentable because of numerous format errors Applies convention incorrectly/incompletely Exhibits noticeable layout errors Uses headings inconsistently or sparingly Does not use visual aids effectively Makes frequent errors in documentation
CONTENT/STRUCTURE: INTRODUCTION	Exhibits all of the following characteristics: Begins with background/definition Explains purpose/ authorization of report Describes scope and limitations of report/research Describes methods/ sources used to gather information Provides necessary background information to situate readers Offers a preview of the findings	Exhibits two errors in content/structure: Begins with background/definition Explains purpose/ authorization of report Describes scope and limitations of report/research Describes methods/ sources used to gather information Provides necessary background information to situate readers Offers a preview of the findings	Reveals three errors in content/structure: Provides partial background/definition Omits the purpose/authorization of the report Does not establish scope and limitations of report/research When required, provides incomplete reference to methods/ sources used to obtain information Fails to provide thorough background Provides only a partial preview of findings	Demonstrates four major weaknesses: Provides a weak background/definition Omits the purpose/ authorization of the report Does not establish scope and limitations of report/research When required, provides incomplete reference to methods/ sources used to obtain information Fails to provide necessary background Omits preview of findings	Demonstrates the following multiple weaknesses: Provides an ineffective background/definition Omits the purpose/ authorization of the report When required, provides incomplete reference to methods/ sources used to obtain information Omits reference to methods/ sources used to obtain information Fails to provide necessary background Omits preview of findings
CONTENT/STRUCTURE: Body	Demonstrates thorough audience analysis Discusses topic thoroughly and objectively Use logical order to present information Provides facts and figures, using visuals Uses appropriate length (4 pages)	Demonstrates audience analysis Discusses topic adequately and objectively Use logical order to present information Provides facts and figures, few visuals Uses appropriate length	Reflects partial audience analysis Discusses topic inconsistently Is sometimes vague Shows inconsistent organization Is too short/long	Reflects incomplete audience analysis Does not discuss topic is vague, confusing Shows inconsistent organization Is too short/long	Reflects no audience analysis No discussion of topic Is cryptic, vague Shows no organization Is too short/long
CONTENT/ STRUCTURE: Closing/Results/ Conclusions	Includes an effective summary of data presented Draws conclusions, that are analytical, based on complete data Recommends action, based on findings (data) Ends courteously, professionally Facilitates quick response based on	Includes an effective summary of data presented Draws conclusions, that are analytical, data somewhat complete Recommends action, partially based on findings Ends courteously Facilitates quick response based on need only	Includes a partial summary Draws partial conclusions, from data not presented Partial personalized ending Partial action close Partial facilitated response	Omits an effective summary Draws partial conclusions based on hearsay, not data Does not personalize ending Action close confusing Confusing facilitated response	Omits an effective summary of any kind Draws no conclusions Makes no recommendations No personalize ending Omits action close Does not facilitate response

	need, data				
STYLE/TONE	Reveals an exceptional, professional use of tone and style: Uses precise/concise, technical/professional language Is reader-oriented Uses level of language appropriate to a professional audience Omits use of "I" Is unified and coherent Varies sentence length and structure to keep reader's attention Connects ideas effectively, fluid	Exhibits all but two of the following components : Uses precise/concise Language technical Is reader-oriented Uses level of language appropriate to business audience Is unified and coherent Varies sentence length and structure Connects ideas effectively	Reveals these errors : Uses some wordy/ imprecise language Lacks consistency in tone/focus Uses inappropriate level of language on occasion Is not always unified and coherent Favors a particular sentence pattern/length Lacks transitional expressions in some areas	Is ineffective because of the following multiple errors: Uses much wordy/ imprecise language Lacks consistency in tone/focus Uses familiar expressions, clichés Is not unified and coherent Favors short, cryptic, choppy sentences Lacks transitional expressions	Is ineffective because of the following multiple errors: Uses wordy/ imprecise, cryptic language Lacks consistency in tone/focus Uses familiar expressions, not technical language, too many clichés or marketing hype terms Is not unified and coherent, lacks focus Displays a short, choppy style, uses elementary language
GRAMMAR/ SPELLING	Shows effective use of proof-reading and editing: Eliminates all but a few minor errors in grammar, spelling, punctuation, acronym usage, and capitalization	Exhibits only six of the following errors: Spelling/word choice Mechanics: Sentence errors Pronoun errors Subject/verb Agreement, modifiers Parallel structure Punctuation Capitalization	Reveals seven of the following errors: Spelling/word choice Mechanics: Sentence errors Pronoun errors Subject/verb agreement, modifiers Parallel structure Punctuation Capitalization	Affects credibility due to the following eight errors: Spelling/word choice Mechanics: Sentence errors Pronoun errors Subject/verb agreement, modifiers Parallel structure Punctuation Capitalization	Is far too brief for adequate evaluation Affects credibility due to: Spelling/word choice Mechanics: Sentence errors Pronoun errors Subject/verb agreement Modifiers Parallel structure Punctuation Capitalization
OVERALL EFFECTIVENESS					/24= GPA