

|                               | Excellent   | Good   | Fair  | Poor  |
|-------------------------------|---|--|---|---|
| <b>Professional: Courtesy</b> | Tone demonstrates sophisticated understanding of the reader. Excellent word choice based on the situation.  | Tone is appropriate for the reader. Attention paid to word choice based on the situation.  | Tone is adequate for the reader. May be too casual. No evidence that words were carefully selected based on the situation.                          | Tone is inappropriate for the reader.   |
| <b>Care</b>                   | Virtually no errors in spelling, grammar, and punctuation.  | Minimal errors in spelling, grammar, and punctuation.  | Many errors in spelling, grammar, and punctuation.  | Difficult to process the message due to frequent spelling, grammar, and punctuation errors.   |
| <b>Conventionality</b>        | Follows all format guidelines. Follows guidelines provided in <i>Using Numbers in Business Writing</i> video.   | Follows most of the format guidelines; minor errors in formatting.   | Does not follow all format guidelines.  | Does not follow all format guidelines.  |
| <b>Clear: Organization</b>    | Uses a persuasive title. Title immediately shows the reader the business to recruit. Proposal is organized in 4 sections; topics are covered in the same order as listed on the assignment guidelines. Paragraphs are 4-7 sentences in length. Includes correct number of paragraphs in each section (as noted on the format guidelines). | Title does not mention the business to recruit. Paragraphs are 4-7 sentences in length.<br><br>Proposal is organized in 4 sections; topics are covered in the same order as listed on the assignment guidelines. | Title is vague. Does not cover 4 topics in the required order. Paragraphs are too long (more than 7 sentences) or too short (1-3 sentences).        | Title is missing or not effective (too long, vague). No effort to clearly organize paragraphs. Paragraphs are too long/too short. Does not include correct number of paragraphs in each section. Does not cover required topic in each section. |
| <b>Writing</b>                | Writing is clear and unambiguous. Word choice and sentence structure allow the reader to quickly process the message. Vague language is avoided (for example: thing/something)  | Writing is reasonably clear but may introduce some confusion. Word choice and sentence structure may slow down reader comprehension. A few instances of vague language.  | Sentence and paragraph structure are complicated or confusing. Vague language is used.  | Writing is unclear, ambiguous, and confusing. Vague language used throughout (for example: thing/something)   |
| <b>Visual Design</b>          | Includes 2 relevant and persuasive visual elements. Visual elements are correctly cited in the proposal. Comparison cities table follows guidelines provided in the example on Canvas.  | Includes 2 visual elements. May have errors in citing or following table format guidelines. Visual elements may be informative or confusing.   | Includes 2 visual elements. Errors on the comparison cities table. Visuals are not clearly cited. Uses a photo instead of a chart, graph, or table. | Missing a required visual element.  |

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| <p><b>Concise Wording</b></p>                       | <p>Carefully edited to reduce wordiness; message delivered as concisely as possible.</p>  | <p>Most wordiness is eliminated. Places where filler words can be removed and/or sentences can be revised to create a more concise message.</p>  | <p>Filler words can be removed and/or sentences can be revised to create a more concise message.</p>   | <p>Proposal includes vague information and repetition that can be removed. Filler words can be removed and/or sentences can be revised to create a more concise message.</p>  |
| <p><b>Evidence Driven:<br/>Finding Evidence</b></p> | <p>Evidence is gathered from a variety of highly credible sources. Evidence is relevant and represents the most recent data available.</p>  | <p>Evidence gathered from credible sources; evidence is relevant and recent. Overlooks evidence that could be used to persuade the reader.</p>   | <p>Evidence may be dated; may rely too much on a single evidence source. Missing evidence that is necessary to persuade the reader.</p>  | <p>Evidence gathered from low-quality sources. Missing evidence that is necessary to persuade the reader.</p>   |
|   | <p>All 8 sources are cited in the proposal and included on the reference list.</p> <p>Clearly explains the credibility of a source the first time included in each section of the proposal. It is clear where each piece of evidence is from. Follows all citation guidelines. Reference list is correct and complete.</p>  | <p>All 8 sources are cited in the proposal and included on the reference list. In-text citations are awkward and may not include enough information. Explains the credibility of a source the first time it is included in the text (for most of the sources). Reference list is included and complete. Minor errors in citing evidence and/or the reference list.</p>   | <p>Evidence is cited, but in inefficient or incomplete ways. In-text citations and reference list do not follow guidelines provided. Places where an explanation of credibility is needed. Reference list is included but has errors. Uses direct quotes frequently.</p>   | <p>Major problems with citing evidence. Does not explain the credibility of sources. Reference list is missing or incomplete. Reference list does not follow the guidelines provided.</p>   |
| <p><b>Creating a Persuasive Message</b></p>         | <p>Proposal begins with an effective executive summary (125-175 words); uses and correctly cites evidence to persuade the reader to continue reading. Cites 3 sources in the summary.</p> <p>Uses persuasive headings to organize the proposal. Headings are 3-9 words in length.</p> <p>Uses evidence from 2-3 sources in each section to persuade the reader. Evidence shared in each section clearly relates to the topic.</p> <p>Uses evidence throughout to persuade the reader.</p> | <p>Includes a 1-paragraph executive summary. Lacks compelling evidence to persuade the reader to keep reading.</p> <p>Uses headings to organize the proposal. Headings are more informative (rather than persuasive).</p> <p>Uses evidence from 2-3 sources in each section to persuade the reader. Evidence is used to support most claims. Some evidence used may be vague or generic.</p> <p>Places where additional evidence is necessary to convince the reader to take action.</p> | <p>Executive summary is ineffective. Does not cite 3 sources or preview the key point of each section.</p> <p>Headings are not effective. Uses the topics listed on the assignment guidelines as the headings.</p> <p>Many places where additional evidence is needed to persuade the reader.</p> <p>Evidence shared in each section does not clearly relate to the topic.</p> | <p>Executive summary is missing or does not follow the guidelines. Summary does not include evidence.</p> <p>Proposal lacks effective headings.</p> <p>Proposal lacks evidence to support claims. Many paragraphs do not include evidence.</p> <p>Additional evidence is needed to persuade the reader.</p> |