**COMMUNICATION IMPROVEMENT PROPOSAL: Scoring Guide for Options A & B**[up to 50 points possible]

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| **Grading Criteria** | **Score & Comments** |
| **I. Professionalism**   * Written in formal proposal format; arranged under assigned headings * Submitted on time * Each heading is supported by two or three substantive paragraphs * Each paragraph starts with a clear topic sentence * Demonstrates impeccable spelling, grammar, punctuation, sentence structure * Tone of writing is appropriate for a business/professional audience (not overly casual; not overly “stiff”) | **(up to 5 points)** |
| **II. Title Page and Overview**   * Title Page follows the assigned format * Overview concisely summarizes the problem * Overview convinces reader that suggested solution is realistic and will work * Overview entices reader to continue reading | **(up to 5 points)** |
| **III. Description of Problem**   * Integrates concepts and terminology from the text * Links page references from the text to the concepts used * Identifies a meaningful communication problem * Provides specific examples * Demonstrates knowledge of communication concepts * Considers impact of your personal communication on your professional and personal success * Statements are realistic, not overly exaggerated | **(up to 10 points)** |
| **IV. Assets and Constraints**   * Integrates concepts and terminology from the text * Links page references from the text to the concepts used * Identifies useful assets * Recognizes actual constraints * Provides specific examples * Demonstrates knowledge of communication concepts * Statements are realistic, not overly exaggerated | **(up to 5 points)** |
| **IV. Recommendations**   * Recommendations are useful * Recommendations are feasible * Recommendations are not overly simplified * Recommendations are not exaggerated * Integrates terminology from the text * Demonstrates knowledge of communication concepts * Provides specific examples * Considers impact of your personal communication on your professional and personal success | **(up to 20 points)** |
| **V. Summary and Works Cited**   * Conclusion briefly summarizes entire proposal * Conclusion convinces reader that the proposal is worthy * Conclusion ends with a gracious statement * References are cited within the body of text (parenthetical citations) * References are listed in correct format in Works Cited section at end of report | **(up to 5 points)** |
| Total Score |  |