**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 |  |