

# Marking Rubric for the Team Proposal

## Content and Organization

- Does the proposal begin with a brief introduction?
- Does it provide the following information about the proposed report:
  - Topic and its significance (or background)
  - Purpose
  - Audience
  - Scope
  - Research and writing schedule
  - Methods
  - Team organization and qualifications for writing the report
- Does the conclusion include a request for the authorization of the project?

## Memo Format

- Does the proposal use the memo format?
- Does it have page numbering that is appropriate for a memo?
- Are the last names of writers mentioned on the “FROM” line?
- Does the subject line mention the topic of the proposed report?
- Do headings match the contents of the sections of the proposal?
- Are the headings written in parallel form?
- Are all required enclosures listed at the end of the proposal?

## Paragraphs

- Does each paragraph focus on one main point?
- Is the topic of the paragraph placed in the beginning or at the end?
- Does the average length of a paragraph exceed 10 lines?
- Does the average sentence length exceed 20 words?
- Are there any under-developed paragraphs?

## Tone

- Is the tone formal and impersonal? (p. 223)
- Is the text free of implicit bias, sexist language, or potentially offensive usage? (p. 227)

## Style

### Clarity

- Does each pronoun clearly refer to the noun it replaces? (p.203)
- Is each modifier close enough to the word or words it defines? (p. 204)
- Are there any long noun-phrases? (205)

- Do sentences begin with familiar information and end with new information? (p. 205)
- Are sentences written in the active rather than passive voice? (p. 205)
- Does each sentence provide only as much information as the readers are able to process easily? (p. 208)

### Conciseness

- Is the proposal free of wordiness, redundancy, or needless repetition? (p. 209)
- Is it free of unnecessary sentence openers (there is/are; it is)? (p. 210)
- Have excessive prepositions been removed? (p. 212)
- Have nominalizations been restored to their verb forms? (p. 212)
- Have negative constructions been converted to positive ones, as needed? (p. 213)
- Is the document free of clutter words and needless qualifiers? (p. 214)

### Fluency

- Are related ideas subordinated or coordinated and combined appropriately? (p. 215)
- Are sentences varied in construction and length? (p. 217)

### Word Choice

- Does the wording precisely convey the intended meaning? (p. 220)
- Is the wording free of unnecessary jargon? (p. 218)
- Is the terminology explained? (p. 222)
- If acronyms are used, is each acronym spelled out upon first use? (p. 220)

### Report Outline

- Are the introduction and conclusion not subdivided at all?
- Does the outline contain the appropriate number of data sections (one data section per team member)?
- Are data sections appropriately subdivided (e.g., two subdivisions)?
- Do they have informative headings that are written in the parallel form?

NOTE: The report should not provide any recommendations, so the outline should not have any section entitled “Recommendations”.
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### Comments and Suggestions