Rubric:

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| Question | +3 | +2 | +1 |
| Does the sales letter address a specific person? | The sales letter is addressed to one person | There is a general greeting | The sales letter is not addressed to anyone |
|  | +3 |  |  |
| Is there a return and recipient’s address heading the letter? | Both return and recipient’s address appear at the beginning of the letter | Only the return or the recipient’s address head the letter | There is no return or recipient address |
|  | +3 you need to use your own address, not the White House. At lease make up an address that is reasonably believable before turning in assignments, |  |  |
| Is the letter in proper format, with subsection headings for clarity? | The letter is in proper format for a business letter or memo, with subsection headings | Most format elements are in the letter | The letter is missing several elements. |
|  | +3 |  |  |
| Does the letter present a specific problem with sufficient evidence on a general and specific level? | The letter presents a specific problem with evidence for both general and specific levels | The letter presents a problem with evidence for a general level, but not a specific level | The letter presents a problem but no evidence. |
|  |  | +2 despite the fact that this is something that is relatively new, you can discuss the fact that this has recently come to light, discuss the lack of programs in all schools and specifically in this school |  |
| Does the letter provide evidence of research done on the problem that suggests potential solutions for the problem (paradigm) | The letter provides evidence from published, primary sources that suggest solutions for the problem | The letter presents evidence from secondary sources, or inadequately cited material that suggests a solution to the problem | The letter presents little to no evidence suggesting a solution to the problem |
|  |  | +2 most sources are secondary; paradigm presents experts, but there is little connection to the proposed plan, other than the basic theme of women. The paradigm is not well structured and suggests little in the way of success or failure models, despite the fact that you discuss a few potential successes in the plan itself. |  |
| Does the letter offer a well-reasoned plan with specific details to solve the problem? | The letter offers a well-reasoned plan with specific details to help solve the problem | The letter offers a plan with some specific details, but is not particularly well-reasoned | The letter offers a plan but with no specific details, or the letter does not offer a plan |
|  |  | +2 you have at least some detail in the plan, but most of the plan does not appear to be original to this project in any way, as it appears that this is all part of a project that is underway. Details are often lacking or not well explained. |  |
| Does the letter present a plan that follows logically from the research presented in the paradigm? | The letter offers a plan that follows logically from the research presented in the paradigm | The letter presents a plan and research that are related, but the plan does not necessarily follow the paradigm in a logical manner | The letter presents research and a plan that are generally unconnected |
|  |  | +2 the paradigm seems to suggest incorporating coding to lessons through some of the products available on the market, while the plan suggests a mentorship program and hackathon. |  |
| Does the letter present a budget that seems in line with both the plan and the patron? | The letter presents a budget in line with both the plan and the patron | The letter presents a budget that is in line with either plan or patron, but not both | The letter presents a budget out of line with both plan and patron or presents no budget at all |
|  |  |  | +1 despite how these things are generally organized, the assignment for the class is for you to propose a full project with a full budget to be funded by one patron. You can only propose a plan which includes elements that will be funded by the patron. You cannot have a number of other parts, to be part of the project and not funded by the patron. You actually have several appropriate patrons proposed in the text where you discuss the plan. If you want to fulfil the project you must decide on one patron and apply to them for the entirety of the project budget |
| Is the research presented in the letter in proper APA format with at least 8 sources, in-text citations, all cited material in the references, and all references appearing in the text? | The letter is in proper APA citation format with at least 8 sources, in-text citations, cited material in the reference section and all references appearing in the text | The letter is missing up to two elements | The letter is missing more than two of these elements |
|  |  | +2 you have some information missing in bibliographic information, several in-text citations are incorrectly formatted, and you are missing necessary citations |  |
| Does the letter invite the recipient to the author’s presentation and include time, date, and place? | The letter invites the recipient to the author’s presentation and includes time, date, and place | The letter invites the recipient to the author’s presentation, but does not include time, date and place | The letter does not invite the recipient to the author’s presentation. |
|  | +3 |  |  |
| Are there an appropriate number of sources from primary and secondary sources (3 primary for every secondary)? | The letter contains the appropriate number of primary and secondary sources | The letter has one or two too many secondary sources | The sources are primarily secondary sources. |
|  |  |  | +1 There is a lot of peer-reviewed literature that addresses women in STEM, encouraging women in STEM fields and describing a number of initiatives to encourage women in STEM. While they may not be directly applicable to IT/CS topics, many of the issues of women in STEM and retention of women in male-dominated fields are directly applicable to this topic. By my count, only half the sources are primary. |
| Is the letter free from grammatical and proofreading errors? | The letter is free from error | The letter has a few minor errors | There are many errors in the letter |
|  | +3 be careful with your word choices |  |  |
| Is the letter a 4-6 pages (excluding bibliography), single-spaced, 12-point Times New Roman font with 1-inch margins, proper file name and file format? | The letter is 4-6 pages in length, properly formatted, named correctly, and in the proper file format | The letter is mostly properly formatted | The letter has many formatting errors. |
|  | +3 |  |  |

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