Peer Review 3: Cover Letter, Title Page, Table of Contents, Abstract, References, Appendices

For this assignment, you will generate a Cover Letter, Title Page, Table of Contents, Abstract, References, and any Appendices for your project. Much of the peer review will concentrate on correct formatting, and less on content. I expect that your TOC and References may change as you complete the project, but you should be able to put together a rough version of these to go over at this point. You should be combining the parts we have already done to get your numbers for this document.

Cover Letter: This will be an introductory letter to your patron, explaining who you are and why you are writing to your patron. The cover letter should contain an overview of the other 5 Ps of your proposal. This can be similar to the intro portion of your Midterm Sales letter. It should be 1 page long

Title Page: This will have the title of your project, submitted by (your name), submitted to (patron’s name and address, submission date (due date). There are several options for formatting this, which you can find in the book or online, but the most common is to have all these things centered on the page starting about 1/4 - 1/3 of the way down the page. At the bottom of the page you should have “Scientitfic and Technical Writing; Sarah Hlubik)

Table of Contents: your TOC should have the names of sections and subsections and pages on which they can be found. Below the main TOC you should have a list of figures and/or a list of tables, which will include the titles of your figures and tables and the pages on which they can be found. The TOC should have your references section and any appendices that you may add. If you have appendices, they will need their own numbering systems. You can create a section break, decouple the page numbers and start from 1. In the header you can add a prefix like “A1” for appendix 1; if you build your TOC automatically, you will need to edit page numbers there as well.

Abstract: NO MORE THAN 300 WORDS. You MUST describe all 6 of your Ps succinctly in your abstract. You will be docked points if you go over 300 words. This is a practice in saying the important information in as few words as possible. No citations in the abstract.

References: All material referenced in the main body of your paper. You will concentrate on making sure this section is properly formatted and all the correct information is present.

Appendix: These are for extra information that is important to the project, but does not fit in the body of the proposal. You can include expanded datasets (e.g. raw data from surveys, more detailed budgets), mock-ups of letters, ads, posters, etc., expanded methodologies, long lists, personal communications etc.

Rubric:

|  |  |  |  |
| --- | --- | --- | --- |
| Question | +3 | +2 | +1 |
| 1. Is the cover letter addressed to one person and include the correct address of recipient and sender? | The cover letter is specifically addressed with proper information | The letter is generally addressed, but has proper addresses | The letter is missing one or more addresses and is generally addressed, or there is no recipient at all |
|  |  |  |  |
| 2. Does the cover letter introduce the sender and the problem? | The letter introduces the sender and the problem | The letter introduces the sender but does not introduce the problem | The letter does not introduce the sender or the problem |
|  |  |  |  |
| 3. Does the letter summarize why the sender is writing and give an overview of the project | The letter summarizes the reason for writing and gives an overview of the project | The letter does one of these, or tries to do both but is missing information | The letter does not really tell the reader why the sender is writing or what the project is. |
|  |  |  |  |
| 4. Does the Title Page contain the project title, the submitter’s name, the recipient’s name and address, and the name of the course and instructor’s name? | The Title Page contains all necessary elements | The Title Page is missing up to one of these elements | The Title Page is missing two or more elements |
|  |  |  |  |
| 5. Is the Title Page consistently formatted and aesthetically pleasing? | The Title Page is properly formatted and aesthetically pleasing | The Title Page is mostly consistently formatted and aesthetically pleasing or is consistently formatted but not aesthetically pleasing | The Title Page is not consistently formatted or aesthetically pleasing. |
|  |  |  |  |
| 6. Is the TOC properly formatted with section titles and page numbers and contain a list of tables and/or figures with page numbers? | The TOC is properly formatted with a list of tables and/or figures | The TOC is missing an element or does not have a list of tables and/or figures | The TOC is improperly formatted and is missing a list of tables and/or figures |
|  |  |  |  |
| 7. Is the abstract 300 words or less? | The abstract is 300 words or less | The abstract is between 300 and 350 words | The abstract is more than 350 words |
|  |  |  |  |
| 8. Does the abstract summarize the project | The abstract summarizes the project with all 6 Ps | The abstract summarizes the project with 4/6 Ps | The abstract does not really summarize the project |
|  |  |  |  |
| 9. Are the references in proper APA formatting and in proper alphabetical order? | The references are in proper APA formatting | The references are in APA format, but have some minor errors or some out of order entries | The references are not in APA format or have many errors or are not in alphabetical order |
|  |  |  |  |
| 10. Do included appendices make sense to the proposal – is there an explanation for appendices that do not seem directly related? | The appendices make sense to the proposal | The appendices might make sense, but there is no explanation for appendices that have no direct relation | Appendices make little to no sense for the proposal. |
|  |  |  |  |