**Recommendation Report Rubric**

| **Criteria** | **Ratings** |
| --- | --- |
| Letter of Transmittal  Correctly formatted letter or memo addressed to the specific person who can decide whether to implement the recommendations. The message focuses on the big picture, providing the key information from the report, It includes everything needed to determine whether to read the full report. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  Correctly formatted & addressed correspondence that thoroughly explains the key information with insightful and specific details that encourage the reader to engage with the full report. | **Meets Expectations**  Correctly formatted & addressed correspondence that summarizes the key information needed to decide whether to read the full report. | **Almost There**  Generally follows the correspondence format and is addressed to someone in the organization, but may be missing minor elements such as a complete address block or a clear subject line. The summary of key information is somewhat rushed or incomplete. | **Needs Work**  Has major errors in the correspondence format, is addressed incorrectly or vaguely, or does not focus on the big picture. The content is disorganized or missing critical information needed for decision-making. | **Missing or Incomplete**  No letter or memo is submitted, or the submission does not fulfill the basic requirements for format, audience, or purpose. | |
| Title Page  Includes a specific title, information on whom the report has been prepared for and on who has prepared the report. The report title clearly indicates the subject and scope of the report. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  Includes a specific title, prepared for and prepared by details, and an accurate date. the report. The title is specific and informative, precisely capturing the subject and scope of the report. | **Meets Expectations**  Includes a specific title, prepared for and prepared by details, and an accurate date. Title fully reflects the subject and scope of the report. | **Almost There**  May have a vague or overly broad title, or is missing minor details. Alternatively, includes unnecessary information and/or minor formatting errors. | **Needs Work**  Has major issues: the title is unclear or generic, and/or important identifying information (such as the preparer or intended audience) is missing or incorrect. | **Missing or Incomplete**  No title page submitted. | |
| Abstract  Provides a concise summary of the report for a technical audience, in no more than 200 words. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  Summarizes all key aspects of the report in no more than 200 words. Tailored precisely for a technical audience, demonstrating excellent control of language and focus. Exceptionally clear, concise, and engaging. | **Meets Expectations**  Summarizes the report’s purpose, methods, findings, conclusions, and recommendations concisely and clearly, staying within the 200-word limit. Fully appropriate for a technical audience. | **Almost Meets Expectations**  Addresses the main points of the report but may be slightly too long or short, or may use language that is only somewhat appropriate for a technical audience. | **Needs Work to Meet Expectations**  Is unclear, disorganized, incomplete, significantly outside the word limit, or uses language that is inappropriate for a technical audience. Key information may be missing or confusing. | **Missing or Incomplete**  No abstract submitted. | |
| Table of Contents & List of Figures and Tables  Lists all sections, headings, and subheadings in the report with accurate page numbers. If there are more than three figures and/or tables in the report, includes a list of figures and tables listing the specific name of each figure and table and the page that each appears on. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  Lists all headings and subheadings with accurate page numbers. Complete, clear, and properly formatted. If applicable, the list of figures and tables is complete, correctly titled, and perfectly formatted. Overall, Comprehensive and polished. | **Meets Expectations**  Correctly lists all headings and subheadings with accurate page numbers. If required, the list of figures and tables is included with correct titles and page numbers. | **Almost Meets Expectations**  Includes table of contents and (if relevant) list of figures and tables, but may be missing a few headings, subheadings, or figures/tables, or may have some minor errors in page numbering or titles. | **Needs Work to Meet Expectations**  May be missing headings or subheadings, page numbers. List of figures may be missing altogether or may not list all figures and tables. | **Missing or Incomplete**  No table of contents submitted. No list of figures and tables submitted. | |
| Executive Summary  Summarizes background, findings, implications, and recommendations for managers, providing the details they will need to implement the report’s recommendations. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  Is exceptionally well-organized and clearly presents the background, findings, implications, and recommendations in a highly concise, engaging, and actionable format. It fully equips managers to implement the report’s recommendations. | **Meets Expectations**  Clearly and accurately summarizes the background, findings, implications, and recommendations, giving managers all the information they need to act. | **Almost Meets Expectations**  Covers most major components but may briefly or unclearly address one area, making it less useful for managers. | **Needs Work to Meet Expectations**  Is missing multiple major components. It is unclear, disorganized, or too vague to guide management decision-making effectively. It may not address the needs of management. | **Missing or Incomplete**  No executive summary submitted. | |
| Introduction  Covers the subject and purpose of the report, provides background information, explains the sources for information in the report, defines the scope of the report, states the most significant findings and the recommendation(s). It explains the organization of the report and mentions any key terms that will be new to readers. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  Thorough, engaging, and exceptionally well-organized. It fully addresses the subject, purpose, background, sources, scope, key findings, recommendations, organization, and key terms, while providing excellent clarity and flow. | **Meets Expectations**  Clearly covers the subject, purpose, background, sources, scope, key findings, recommendations, organization of the report, and defines any necessary key terms, with no omissions or errors. | **Almost Meets Expectations**  Addresses most of the required elements but may omit or briefly cover one or two, leading to minor gaps in the reader’s understanding. | **Needs Work to Meet Expectations**  Is missing multiple major elements or unclearly presents the report’s purpose and structure. | **Missing or Incomplete**  No introduction submitted. | |
| Methods  Answers the question, “What did you do?” by describing how you conducted your research. It provides enough information for readers to understand what you did and why you did it that way. Provide enough detail for someone else to duplicate your methods. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  Provides a highly detailed, clear, and replicable description of both primary and secondary research activities. Directly and completely explains the research and how it was conducted. | **Meets Expectations**  Clearly describes all primary and secondary research methods with enough detail for replication. | **Almost Meets Expectations**  Describes research activities but omits minor steps or lacks full clarity. | **Needs Work to Meet Expectations**  Major steps are missing or unclear; research methods are confusing or incomplete. | **Missing or Incomplete**  No methods section submitted. | |
| Results  Answers the question, “What did you see or determine?” by presenting the data your discovered or compiled. It reports the data you discovered or compiled, presenting the information objectively, without comment or interpretation. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  Presents findings with exceptional clarity, logical organization, and strong use of headings or visuals; no interpretation included. | **Meets Expectations**  Presents findings clearly, logically, and objectively with no interpretation mixed in. | **Almost Meets Expectations**  Presents findings but may include minor disorganization or occasional interpretation. | **Needs Work to Meet Expectations**  Findings are incomplete, disorganized, or mixed with personal commentary. | **Missing or Incomplete**  No results section submitted. | |
| Conclusions  Answers the question, “What does it mean?” by explaining the implications of the results. It presents the implications of the results. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  Draws insightful, well-supported conclusions that are strongly connected to results and implications. | **Meets Expectations**  Clearly explains the implications of the results with direct connections to findings. | **Almost Meets Expectations**  Explains conclusions but with some gaps in logic, clarity, or connection to results. | **Needs Work to Meet Expectations**  Conclusions are weak, unsupported, or disconnected from the results. | **Missing or Incomplete**  No conclusions submitted or conclusions are not supported. | |
| Recommendations  Answers the question, “What should we do?” by outlining the possible actions that the company or organization can take, evaluating the effectiveness of each. Provides specific, actionable advice based on the conclusions section. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  Provides clear, practical, highly actionable recommendations that are thoroughly evaluated against alternatives. Provides strong argument for the recommended options. | **Meets Expectations**  Outlines specific, actionable recommendations directly supported by the conclusions and evaluates options effectively. | **Almost Meets Expectations**  Recommendations are present but vague, generic, or not strongly tied to conclusions. | **Needs Work to Meet Expectations**  Recommendations are unclear, impractical, or not connected to conclusions. | **Missing or Incomplete**  No recommendations submitted. | |
| References/Documentation  In-text and bibliography citations are included, using a consistent bibliographic format. The bibliography is on a separate page (titled Works Cited or References depending on your citation style selection). | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  All citations are flawlessly formatted both in-text and in the bibliography; consistently professional style throughout. | **Meets Expectations**  All sources are correctly cited both in-text and in the bibliography using a consistent citation format. | **Almost Meets Expectations**  Sources are cited but with minor errors or inconsistencies in format. | **Needs Work to Meet Expectations**  Citations are inconsistent, missing, or improperly formatted. | **Missing or Incomplete**  No citations or bibliography provided. | |
| Appendices  Well-labeled appendices that clearly support and supplement report content. Each appendix begins on a new page and includes a specific title in addition to the appendix label (e.g., Appendix A, Appendix B). If there is only one appendix, the alphabet letter is not included. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  Appendices are well-organized, thoroughly labeled, perfectly formatted, and strongly enhance the report. They are referenced directly in the body of the report. | **Meets Expectations**  Appendices are correctly labeled, titled, organized logically, and directly support the report content. They are referenced in the body of the report. | **Almost Meets Expectations**  Appendices are included but may have minor labeling, organization, or clarity issues. | **Needs Work to Meet Expectations**  Appendices are poorly organized, mislabeled, or unclear. They may not be referenced or explained in the body of the report. | **Missing or Incomplete**  No appendices submitted. | |
| Professional Design and Formatting  Polished, professional layout with headings and subheadings, visuals, and easy navigation. The document design and formatting should do the following: (1) Makes information easy for readers to find and read. (2) Emphasizes important information. (3) Makes a good first impression as a polished, professional document. (4) Uses well-integrated and well-designed visuals to clarify the information. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  Document design is exceptionally polished, with outstanding clarity, consistent headings, excellent visual integration, and ease of navigation. Images, graphics, and other visual elements add expert details and clarity to the report. | **Meets Expectations**  Professionally formatted with clear headings, good visuals, and logical organization that supports navigation. Images, graphics, and charts are well integrated. | **Almost Meets Expectations**  Mostly professional but has minor inconsistencies in format, visuals, or structure. Occasional images or charts are not integrated appropriately. | **Needs Work to Meet Expectations**  Difficult to navigate, missing clear headings or visual organization or integration. Visuals may be missing. | **Missing or Incomplete**  Document lacks professional formatting or clear layout. | |
| Originality  Work is original and fully credits all sources. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  Work is completely original, thoughtfully developed, and citations are flawlessly integrated. | **Meets Expectations**  Work is fully original with all sources properly cited. | **Almost Meets Expectations**  Minor originality or citation issues are present but intent to credit sources is clear. | **Needs Work to Meet Expectations**  Major originality or citation issues exist; improper credit given. | **Missing or Incomplete**  Work is plagiarized or largely copied without attribution. | |
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