# Detailed Research Proposal Rubric

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| **title\_or\_outcome\_id** | Description | **User range** | **Rating\_points\_1** | **Rating\_title\_1** | **Rating\_description\_1** | Rating\_points\_2 | Rating\_title\_2 | Rating\_description\_2 | **Rating\_points\_3** | **Rating\_title\_3** | **Rating\_description\_3** | **Rating\_points\_4** | **Rating\_title\_4** | **Rating\_description\_4** | **Rating\_points\_5** | **Rating\_title\_5** | **Rating\_description\_5** |
| Project Focus | Identifies and supports your topic choice for the semester-longproject in a neutral-news message | False |  |  |  |  |  |  | 3 | **Almost There** | Project focuses on explaining the topic chosen for the *Ut Prosim* | 2 | Needs Work | Project discusses the Ut Prosim project but does not detail the topic selected | 1 | Missing | Project focuses on another topic. |
| Introduction | Introduces the topic and purpose of the proposal. | False | 5 | Exceeds Expectations | Topic and purpose stated directly, clearly, and engagingly; sets up proposal focus unmistakably. | 4 | **Meets Expectations** | Topic and purpose stated clearly and directly; purpose is evident; no errors. | 3 | **Almost There** | Topic and purpose stated but vague, indirect, or incomplete. | 2 | Needs Work | Topic or purpose unclear or confusing. | 1 | Missing | Introduction missing. |
| Project Overview | Explains subject, importance, and justification for study. | False | 5 | Exceeds Expectations | Provides thorough explanation; clearly defines subject, importance, and relevance; fully persuasive. | 4 | **Meets Expectations** | Explains subject, importance, and justification clearly; no errors. | 3 | **Almost There** | Subject or importance mentioned but explanation too general or underdeveloped. | 2 | Needs Work | Explanation weak or incomplete; importance unclear. | 1 | Missing | Section missing. |
| Literature Review & Sources | Summarizes and quotes from at least five credible sources. | False | 5 | Exceeds Expectations | At least five credible sources, each summarized and quoted with context and explanation; analysis strong. | 4 | **Meets Expectations** | At least five credible sources, each summarized and quoted with context; no errors. | 3 | **Almost There** | Five sources present but some summaries vague OR quotes lack context. | 2 | Needs Work | Fewer than five sources OR summaries/quotes incomplete. | 1 | Missing | Section missing. |
| Project Audience | Identifies and analyzes the non-expert audience. | False | 5 | Exceeds Expectations | Identifies a specific non-expert audience and thoroughly addresses knowledge, needs, interest, and access. | 4 | **Meets Expectations** | Identifies a non-expert audience and addresses knowledge, needs, interest, and access clearly. | 3 | **Almost There** | Audience identified but one required point missing or unclear. | 2 | Needs Work | Audience vague or incomplete; multiple points missing. | 1 | Missing | Section missing. |
| Project Personnel | Describes proposer’s qualifications to complete project. | False | 5 | Exceeds Expectations | Clearly explains qualifications, background, and relevance to topic in persuasive detail. | 4 | **Meets Expectations** | Explains qualifications and relevance to topic; no errors. | 3 | **Almost There** | Qualifications mentioned but incomplete or vague. | 2 | Needs Work | Qualifications minimally discussed or not tied to topic. | 1 | Missing | Section missing. |
| Project Timetable (Gantt Chart) | Provides schedule with Gantt chart. | False | 5 | Exceeds Expectations | Introduces chart with forecasting sentence; chart detailed, accurate, and visually clear. | 4 | **Meets Expectations** | Includes forecasting sentence and accurate Gantt chart; no errors. | 3 | **Almost There** | Chart included but vague, missing tasks, or lacks clarity. | 2 | Needs Work | Chart incomplete, inaccurate, or missing forecasting sentence. | 1 | Missing | Section missing. |
| Request for Approval | Summarizes subject, importance, and requests approval. | False | 5 | Exceeds Expectations | Clearly reiterates subject, importance, and persuasively requests approval with contact info. | 4 | **Meets Expectations** | Reiterates subject, importance, and requests approval with contact info; no errors. | 3 | **Almost There** | Subject or approval request unclear or missing one required element. | 2 | Needs Work | Weak request; multiple required elements missing. | 1 | Missing | Section missing. |
| Works Cited/Bibliography | Lists all sources in correct format. | False | 5 | Exceeds Expectations | All sources cited accurately, formatted correctly, error-free. | 4 | **Meets Expectations** | All sources included, formatted correctly; no errors. | 3 | **Almost There** | Minor citation or formatting errors. | 2 | Needs Work | Frequent citation errors or incomplete entries. | 1 | Missing | Section missing. |
| Formatting & Document Design | Follows memo structure, headings, spacing, fonts, visuals. | False | 5 | Exceeds Expectations | Format flawless; headings, spacing, fonts, visuals used professionally for readability.  Headings contrast well with the document paragraphs; spacing and chunking make the message highly readable | 4 | **Meets Expectations** | Format correct; headings, spacing, and design consistently correct; no errors.  Correct headings; spacing and design consistently correct. | 3 | **Almost There** | Minor format or design errors.  Minor errors in headings, paragraphing, or spacing. | 2 | Needs Work | Frequent errors in formatting or design.  Frequent design errors. Email headings incorrect or incomplete. | 1 | Missing | No formatting or design requirements met. No document design elements present |
| Tone & Plain Language | Uses professional tone and plain language. | False | 5 | Exceeds Expectations | Consistently professional, objective, reader-friendly; sentences concise and polished. | 4 | **Meets Expectations** | Professional, objective, and clear; no tone or plain language errors. | 3 | **Almost There** | Tone mostly professional but occasionally wordy or uneven. | 2 | Needs Work | Tone unprofessional or confusing language. | 1 | Missing | No evidence of appropriate tone or language. |