# Subject Selection Message Rubric (10% of course grade)

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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 | **Meets Expectations** | Project focuses on explaining the topic chosen for the *Ut Prosim* project. | 2 | **Almost There** | Project discusses the Ut Prosim project but does not detail the topic selected | 1 | **Needs Work** | Project focuses on another topic. |
| Introduction (Clarity & Purpose) | States the topic and purpose of the message. | False | 5 | Exceeds Expectations | Topic is stated directly, clearly, and engagingly; purpose is unmistakable. | 4 | **Meets Expectations** | Topic is stated clearly and directly; purpose is evident. | 3 | **Almost There** | Topic is stated but vague or indirect. | 2 | **Needs Work** | Topic unclear or confusing. | 1 | **Missing** | Introduction missing. |
| Scope & Feasibility Section | Explains importance, feasibility, and guiding questions for the topic. | False | 5 | Exceeds Expectations | Heading correct; explains importance fully, demonstrates feasibility, and includes thoughtful guiding questions. | 4 | **Meets Expectations** | Heading correct; explains importance, feasibility, and provides guiding questions. | 3 | **Almost There** | Heading correct but explanation too general OR guiding questions limited. | 2 | **Needs Work** | Heading missing/incorrect OR explanation weak; few/no guiding questions. | 1 | **Missing** | Scope & Feasibility Section missing. |
| Audience Analysis Section | Identifies and analyzes a real non-expert audience. | False | 5 | Exceeds Expectations | Heading correct; identifies a specific non-expert audience and thoroughly addresses what they know, need to know, why they care, and how to reach them. | 4 | **Meets Expectations** | Heading correct; identifies a non-expert audience and clearly addresses all four required points. | 3 | **Almost There** | Audience identified but one point missing or unclear. | 2 | **Needs Work** | Audience vague or incomplete; multiple points missing. | 1 | **Missing** | Section missing. |
| Polite Close & Email Format | Closes with approval request, thanks, contact info, and professional format. | False | 5 | Exceeds Expectations | Includes cordial close, approval request, thanks, and full signature block; professional email format is flawless. | 4 | **Meets Expectations** | Includes approval request, thanks, close, and signature; professional format correct. | 3 | **Almost There** | Closing included but missing one required element OR minor format issues. | 2 | **Needs Work** | Closing incomplete, unpolished, or missing multiple elements; weak format. | 1 | **Missing** | Closing missing or format completely incorrect. |
| Tone & Plain Language | Uses clear, objective, professional tone and plain language. | False | 5 | Exceeds Expectations | Consistently objective, professional, and reader-friendly; sentences concise and polished. | 4 | **Meets Expectations** | Objective, professional, and clear throughout; no errors in tone or plain language. | 3 | **Almost There** | Tone mostly professional but slightly wordy, repetitive, or uneven. | 2 | **Needs Work** | Tone unprofessional or language confusing. | 1 | **Missing** | No attempt to customize the tone and language to the task. |
| Document Design | Follows required structure, headings, spacing, and readability. | False | 5 | Exceeds Expectations | Headings contrast well with the document paragraphs; spacing and chunking make the message highly readable. | 4 | **Meets Expectations** | Correct headings; spacing and design consistently correct. | 3 | **Almost There** | Minor errors in headings, paragraphing, or spacing. | 2 | **Needs Work** | Frequent design errors. Email headings incorrect or incomplete. | 1 | **Missing** | No document design elements present. |