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

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| Criteria | Description | Exceeds Expectations | Meets Expectations (no errors) | Almost Meets Expectations | Needs Work to Meet Expectations | Missing or Incomplete |
| Introduction (Clarity & Purpose) | States the topic and purpose of the message. | Topic is stated directly, clearly, and engagingly; purpose is unmistakable. | Topic is stated clearly and directly; purpose is evident. | Topic is stated but vague or indirect. | Topic unclear or confusing. | Introduction absent. |
| Scope & Feasibility Section | Explains importance, feasibility, and guiding questions for the topic. | Heading correct; explains importance fully, demonstrates feasibility, and includes thoughtful guiding questions. | Heading correct; explains importance, feasibility, and provides guiding questions. | Heading correct but explanation too general OR guiding questions limited. | Heading missing/incorrect OR explanation weak; few/no guiding questions. | Section absent. |
| Audience Analysis Section | Identifies and analyzes a real non-expert audience. | 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. | Heading correct; identifies a non-expert audience and clearly addresses all four required points. | Audience identified but one point missing or unclear. | Audience vague or incomplete; multiple points missing. | Section absent. |
| Polite Close & Email Format | Closes with approval request, thanks, contact info, and professional format. | Includes cordial close, approval request, thanks, and full signature block; professional email format is flawless. | Includes approval request, thanks, close, and signature; professional format correct. | Closing included but missing one required element OR minor format issues. | Closing incomplete, unpolished, or missing multiple elements; weak format. | Closing absent or format completely incorrect. |
| Tone & Plain Language | Uses clear, objective, professional tone and plain language. | Consistently objective, professional, and reader-friendly; sentences concise and polished. | Objective, professional, and clear throughout; no errors in tone or plain language. | Tone mostly professional but slightly wordy, repetitive, or uneven. | Tone unprofessional or language confusing; frequent errors. | Tone and clarity absent; unreadable. |
| Organization & Document Design | Follows required structure, headings, spacing, and readability. | 4–5 well-structured paragraphs; correct headings; spacing and chunking make the message highly readable. | 4–5 paragraphs; correct headings; spacing and design consistently correct. | Mostly follows format; minor errors in headings, paragraphing, or spacing. | Organization unclear; frequent format errors. | Organization absent or unreadable. |
| Details & Persuasiveness | Provides concrete details and persuades while maintaining neutral-news style. | Provides concrete, specific details; strongly persuasive while maintaining neutral-news style. | Provides clear, specific details; message persuasive and appropriate. | Provides some details but not enough for clarity or persuasiveness. | Few details; message weak or unconvincing. | No details provided. |