Here is a rubric draft based on your *Audience Analysis* activity for the Recommendation Report. Each section includes a **LongDesc** summarizing the section’s purpose and expected content, followed by specific feedback comments tailored to each performance level.

**Section 1: Basic Information for the Report’s Primary Reader**

**LongDesc**:  
Students identify the Primary Reader of the report, including name, honorific, and mailing address. They explain why this person is the appropriate decision-maker for the report’s topic.

**Feedback Comments**:

* **Exceeds Expectations**: Clearly identifies the reader with full contact details and provides a nuanced, well-reasoned justification for their role as decision-maker.
* **Meets Expectations**: Provides full reader information and a clear explanation of the reader’s appropriateness for the report.
* **Almost Meets Expectations**: Includes most of the required information but the justification for choosing the reader is underdeveloped or vague.
* **Needs Work to Meet Expectations**: Missing key contact details or provides minimal explanation of the reader’s relevance to the topic.
* **Section is Incomplete or Missing**: Section is blank or lacks sufficient content to identify the Primary Reader.

**Section 2: Primary Reader’s Social Media**

**LongDesc**:  
Students gather public-facing web and social media presence for the Primary Reader, including relevant professional and personal platforms.

**Feedback Comments**:

* **Exceeds Expectations**: Lists relevant and credible links to multiple sources; clearly curated to reflect the reader’s digital presence and professional identity.
* **Meets Expectations**: Provides a reasonably complete set of links and accounts, focused on the reader’s professional presence.
* **Almost Meets Expectations**: Includes some social media or links but may overlook key platforms or contain irrelevant entries.
* **Needs Work to Meet Expectations**: Few links or accounts provided; selection appears random or lacks relevance.
* **Section is Incomplete or Missing**: No entries or placeholders without content.

**Section 3: Primary Reader’s Professional Background**

**LongDesc**:  
Students summarize the reader’s job title, education, work history, and responsibilities, especially those relevant to the report topic.

**Feedback Comments**:

* **Exceeds Expectations**: Offers a comprehensive and insightful summary of the reader’s background, clearly linking it to how the report serves their professional needs.
* **Meets Expectations**: Covers all required aspects with some attention to the reader’s connection to the report topic.
* **Almost Meets Expectations**: Contains basic information but may omit details or fail to connect the background to the report’s relevance.
* **Needs Work to Meet Expectations**: Superficial or incomplete background; lacks connection to the reader’s job or the report.
* **Section is Incomplete or Missing**: Most or all subsections are blank or not attempted.

**Section 4: Primary Reader’s Relationship to the Topic**

**LongDesc**:  
Students assess the reader’s perspective on the group, familiarity with the topic, and level of interest or concern about the website’s usability.

**Feedback Comments**:

* **Exceeds Expectations**: Provides a well-reasoned, evidence-informed assessment of the reader’s attitudes and prior knowledge, offering valuable insight into audience needs.
* **Meets Expectations**: Accurately summarizes the reader’s general stance and familiarity with the topic.
* **Almost Meets Expectations**: Discusses the reader’s perspective but with limited depth or uneven coverage across sub-questions.
* **Needs Work to Meet Expectations**: Offers minimal or speculative analysis with little consideration of the reader’s relationship to the topic.
* **Section is Incomplete or Missing**: Fails to address the reader’s attitude or knowledge altogether.

**Section 5: Apply Your Audience Profile**

**LongDesc**:  
Students synthesize information from earlier sections to make strategic rhetorical choices for the report. They consider tone, language, readability, jargon, and document design.

**Feedback Comments**:

* **Exceeds Expectations**: Demonstrates strong rhetorical awareness by making specific, audience-centered decisions across style, tone, and design.
* **Meets Expectations**: Makes appropriate and clear decisions for audience adaptation based on profile data.
* **Almost Meets Expectations**: Attempts to adapt the report to the reader but may rely on generalities or miss key considerations.
* **Needs Work to Meet Expectations**: Shows little awareness of how audience characteristics should influence writing and design choices.
* **Section is Incomplete or Missing**: No effort to apply audience data to writing or design decisions.

Let me know if you’d like this formatted into a Google Doc rubric, converted into a table, or exported for use in a learning management system!