|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Criteria | LongDesc | Rating1 | Pts1 | Rating2 | Pts2 | Rating3 | Pts3 | Rating4 | Pts4 | Rating5 | Pts5 |
| Basic Information for Report’s Primary Reader | Identify the Primary Reader of the report, including name, honorific, and mailing address and explain why this person is the appropriate decision-maker for the Recommendation Report. | Exceeds Expectations  Clearly identifies the reader with full contact details and provides a nuanced, well-reasoned justification for their role as decision-maker. | 5 | Yes  Provides full reader information and a clear explanation of the reader’s appropriateness for the report. | 4 | Almost There  Includes most of the required information but the justification for choosing the reader is underdeveloped or vague. | 3 | Needs Work  Missing key contact details or provides minimal explanation of the reader’s relevance to the topic. | 2 | Missing  Section is blank or lacks sufficient content to identify the Primary Reader. | 1 |
| Primary Reader’s Social Media | Gather public-facing web and social media presence for the Primary Reader, including relevant professional and personal platforms. | Exceeds Expectations  Lists relevant and credible links to multiple sources; clearly curated to reflect the reader’s digital presence and professional identity. | 5 | Yes  Provides a reasonably complete set of links and accounts, focused on the reader’s professional presence. | 4 | Almost There  Includes some social media or links but may overlook key platforms or contain irrelevant entries. | 3 | Needs Work  Provides few links or accounts. Looks randomly chosen or irrelevant. | 2 | Missing  Section is blank or lacks sufficient information. | 1 |
| Primary Reader’s Professional Background | Summarize the reader’s job title, education, work history, and responsibilities, especially those relevant to the report topic. | Exceeds Expectations  Offers a comprehensive and insightful summary of the reader’s background, clearly linking it to how the report serves their professional needs. | 5 | Yes  Covers all required aspects with some attention to the reader’s connection to the report topic. | 4 | Almost There  Contains basic information but may omit details or fail to connect the background to the report’s relevance. | 3 | Needs Work  Superficial or incomplete background; lacks connection to the reader’s job or the report. | 2 | Missing  Most or all subsections are blank or not attempted. | 1 |
| Primary Reader’s Relationship to the Topic | Assess the reader’s perspective on the group, familiarity with the topic, and level of interest or concern about the website’s usability. | Exceeds Expectations  Offers a comprehensive and insightful summary of the reader’s background, clearly linking it to how the report serves their professional needs. | 5 | Yes  Covers all required aspects with some attention to the reader’s connection to the report topic. | 4 | Almost There  Contains basic information but may omit details or fail to connect the background to the report’s relevance. | 3 | Needs Work  Superficial or incomplete background; lacks connection to the reader’s job or the report. | 2 | Missing  Most or all subsections are blank or not attempted. | 1 |
| Application of Audience Profile | Students synthesize information from earlier sections to make strategic rhetorical choices for the report. They consider tone, language, readability, jargon, and document design. | Exceeds Expectations  Demonstrates strong rhetorical awareness by making specific, audience-centered decisions across style, tone, and design. | 5 | Yes  Makes appropriate and clear decisions for audience adaptation based on profile data. | 4 | Almost There  Attempts to adapt the report to the reader but may rely on generalities or miss key considerations. | 3 | Needs Work  Shows little awareness of how audience characteristics should influence writing and design choices. | 2 | Missing  Section is blank or makes no effort to apply audience data to writing or design decisions. | 1 |