

Proposal Grading Criteria

General Content Criteria

Honest

- The information in the document is not misleading

Accurate

- The information in the document is accurate

Comprehensive

- Given the audience, purpose, and scope of the document, all needed information is provided
- Potential audience questions are anticipated and answered

Clear and Concise

- Organization is effective
- Paragraphs and sentences are well-constructed and connected and work together to make meaning clear for readers; as applicable, the topic sentence/evidence/so what pattern is used
- Tone is objective and professional
- Word choice is effective and professional; there are no undefined personal pronouns
- There is no unnecessary information, sentences, or words
- Grammar, spelling, and capitalization—no or a few minor errors

The above criteria are adopted from “Measures of Excellence in Technical Documents” in Markel, M., & Selber, S. A. (2018). *Technical Communication*. (12th ed.). Bedford/St. Martins.

Assignment-Specific Content Criteria

The Purpose Section

- Is worded as per the template

The About Me Section

- States your major and class standing
- Discusses why you chose that major and what your career goals are

The Finding a Topic Section

- Has a one-sentence introduction
- Describes the process that you used to find professor research interests on the websites of one or more academic units connected to your major and topics discussed on the websites of one or more professional organizations connected to your major
- Describes any roadblocks that you encountered and what you did to overcome the roadblocks
- Provides enough details on the process that you used to find topics and to overcome roadblocks so that other students could follow the process and achieve the same results
- Is written in past tense using “I” statements

The Conclusion

- States which topic you selected for the Informative Memo Report and discusses why by connecting to the information in the About Me section

Document Design Criteria

- Your last name and the page number are in the upper-right corner of each page in 10 pt. Calibri font
- The title is worded as per the template, centered at the top of the first page, in 16pt. Calibri font, bolded, and capitalized correctly
- The transmittal information is formatted correctly and is accurate
- Format is correct:
 - Text left justified, single spaced, one line between paragraphs
 - Calibri 12 pt. font
 - 1" margins all around
 - One space after periods
- First-level subheadings are worded as per the template, left justified, in 14 pt. Calibri font, bolded, and capitalized correctly
- Second-level subheadings, if used, are effectively worded to fit content, left justified, in 12 pt. Calibri font, bolded, and capitalized correctly
- White space is used to create a reader-friendly document
- Paragraph length is varied and is reader-friendly
- Bulleted and/or numbered lists are used as needed to highlight key information and are formatted correctly
- There are no formatting carryovers for content that is cut and pasted into the document

Citation Criteria

- The websites of academic units and professional organizations are cited in-text via links inserted into website names