

## **Research Proposal Memo Rubric**

### **Problem 30 pts**

Problem is significant and clearly stated. Memo clearly indicates the research will include making recommendations (analytical report).

Excellent Good Fair Not Acceptable

### **Required Sections 30 pts**

The memo includes a well-written introduction, statement of the problem, proposed solutions, the scope (research questions), and the methods (how you will do your research: interview experts, do a survey, use a questionnaire, research newspapers, books, journals and other publications), qualifications( you are a student so your qualifications may just be a strong interest in the topic) and conclusion.

### **Research 10 pts**

The memo is enhanced by well-placed facts that capture the reader's interest.

Excellent, Good, Fair, Not Acceptable

### **Audience 10 pts**

The audience's background and needs have been carefully considered. The memo's language and tone are appropriate for the audience. The Audience Profile is detailed and complete.

Excellent, Good, Fair, Not Acceptable

### **Organization 10 pts**

Memo components connect clearly to one another. The memo engages the reader with a consistently strong internal structure that organizes the material presented and purposefully moves the reader easily through the text.

Excellent Good Fair Not Acceptable

### **Style and Content 10 pts**

The writer demonstrates a firm, unerring grasp of the conventions of written English (spelling, capitalization, punctuation, paragraphing). The writing is virtually error-free.

Excellent Good Fair Not Acceptable

