

Persuasive Report Assessment

Grading criteria	Excel- lent*	Satisfac- tory	Marg- inal	Un- accept- able
Persuasiveness				
- The report effectively persuades readers to do what the writer recommends (through use of evidence, logic, examples, etc.)				
<i>Comments:</i>				
Clarity, organization, and grammatical correctness of the writing				
- The report alerts readers to its core idea within the first two paragraphs				
- Readers will easily understand and remember the core idea because it is clearly stated and repeated in multiple locations				
- The introduction includes an internal preview laying out the overall structure of the document				
- The report’s organization is logical and easy to follow				
- The writing at the sentence level is grammatical, typo-free, and easy to understand				
<i>Comments:</i>				
Quality of the tables and figures				
- The tables/figures add useful/important information for the reader				
- The tables/figures are designed to communicate their message clearly				
- The tables/figures are attractive and professional in appearance				
- Every table/figure has a descriptive title that helps readers understand the content				
- Every table/figure has a source citation that is properly formatted and correctly located on the page				
<i>Comments:</i>				
Visual attractiveness of the report				
- The report is attractive and professional in appearance				
<i>Comments:</i>				
Source citations				
- Citations are included where appropriate				
- The report has both footnotes and a bibliography (yes/no):				
- The footnotes and bibliography are properly formatted				
<i>Comments:</i>				
Quality of the reflective memo				
- The memo provides thoughtful and perceptive commentary on what the writer learned from the assignment				
- The memo lays out a specific, useful set of steps the writer will take when preparing future written work				
- The memo is grammatically correct and free of typos				
<i>Comments:</i>				

Grade:

* Standards are based on how I would assess this work if I were your supervisor at work: *Excellent*: The report is ready for public distribution with only minor modification. *Satisfactory*: The report is essentially sound, but needs a fair number of refinements before public distribution. *Marginal*: The report contains some worthwhile elements, but requires major revisions before public distribution. *Unacceptable*: The report needs to be entirely revised.