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| **Week 7 Proposal Grading Rubric** | **Points Earned Additional Comments** |
| **175 Points** |  |
| All key elements of the assignment are covered in a substantive way. Total possible points for each element are listed parenthetically. |  |
| Title Page (5 points) |  |
| The document is visually appealing. The paper is laid out with effective use of headings, font styles, and white space. Single-spaced with double spacing between sections and paragraphs, and first- and second-degree headings (preferably descriptive headings) throughout. (15 points) |  |
| **Introduction** establishes the subjectof the proposal, clarifies the purpose**,** and states the main idea(thesis)of the proposal**.** It includes a forecasting statement for the body of report. (15 points) |  |
| **Current Situation** clearly defines the problem through specific details, facts, and examples. The writing is clear, concrete, and complete. (20 points) |  |
| **Project Plan** explains solution clearly and completely using specific details, facts, and examples. The steps needed to implement the plan are spelled out. Outcomes are explained. (20 points) |  |
| **Costs and Benefits** demonstrates that the benefits of the plan are worth the cost. Possible objections are anticipated and addressed. (15 points) |  |
| **Call to Action** reinforces benefits and asks for approval. (15 points) |  |
| The tone is appropriate for the audience and the purpose. (10 points) |  |
| References page and in-text citations are correctly formatted in APA style. (10 points) |  |
| Sources are credible, integrated into the paper effectively, and appropriately summarized, paraphrased, or quoted. (10 points) |  |
| Visuals (at least two) are appropriately placed, titled, labeled, cited, and referenced in the text. (10 points) |  |
| Transitions are logical and maintain the flow throughout the paper. (10 points) |  |
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| Sentences are complete, clear, concise, well-constructed, and varied. (10 points) |  |
| Rules of grammar usage, spelling, and punctuation are followed. (10 points) |  |
| Note: This item, although only worth 10 points here, if done poorly, will impact all other graded elements in the paper. |
| Overall Comments: | Points Earned  **/175** |