	Excellent (4)	Acceptable (2)	Unacceptable (0)	
Clear				
Composition	❑ The message provides all necessary information, anticipates readers' questions	❑ Message addresses the necessary information.	❑ Readers are left with critical questions regarding the objective of the message.	
Organization	❑ The message is logically organized at the sentence, paragraph, and message level, making it easy to read and comprehend; includes executive summary where appropriate	❑ Message shows evidence of an organizing principle, but lacks logical flow or sections such as executive summary	❑ The reader struggles to see how the message is organized. The reader may not finish the message.	
	❑ Facts are clearly distinguished from opinions.	❑ Facts are generally distinguished from opinions.	❑ Facts and opinions are confused and confusing.	
Wording & Phrasing	❑ The message' terminology engages the target audience.	❑ Message generally speaks to the target audience.	❑ Message does not speak to the target audience.	
	❑ The message uses clear, specific terms that readers can clearly understand. It avoids unnecessary jargon, buzzwords, or big words.	❑ Message uses terminology the readers can understand.	❑ The message uses vague, inflated, or empty terminology.	
Format	❑ The message employs an appropriate and effective page layout/format making it easy for readers to see the objective and the structure of the message.	❑ Message uses some principles of effective formatting	❑ Message is not well formatted. The reader may not finish the message.	
Headings	❑ Headings clearly show the organization of the message	❑ Headings are used to show the organization of the message.	❑ Headings either not used or do not help.	
Concise	❑ The message is to-the-point, not wordy. It does not waste the readers' time with irrelevant material. Uses active voice & simple language	❑ The message is generally concise; some wordiness, some long sentences, overly formal style	❑ The message is wordy and lacks clear focus	
Compelling				
Tone	❑ Message displays effective expression, uses informal but professional language, presents positive light where possible, & avoids hedging and sarcasm.	❑ Message is generally positive but may display a slightly negative or sarcastic attitude.	❑ The message is negative or tries to impress rather than express	
Persuasion	❑ Arguments, assertions, and opinions are supported with appropriate resources to convince the readers regarding the validity of the message.	❑ The message is generally supported to build credibility.	❑ The message presumes credibility and does little to earn it.	
	❑ Creatively satisfies all requirements of the assignment or case.	❑ Basically satisfies the requirements of the assignment or case.	❑ Some assignment requirements not addressed.	
Punctuation & grammar	❑ Correct grammar, spelling, and punctuation are used throughout the message to assure readers that the message is credible and professional.	❑ Generally correct for grammar, spelling, and punctuation. A few minor errors that do not impede meaning or credibility for the reader.	❑ The many errors in this message make the reader doubt the message's credibility and the writer's professionalism.	
Documentation	❑ The message effectively uses appropriate APA citation format to build credibility.	❑ The message uses adequate APA citation format.	❑ Inadequately documented. Possible plagiarism. APA format not used.	