

## Math 4067W: Grading Criteria for Recommendation Email

Evaluator: \_\_\_\_\_

Module #: \_\_\_\_\_

Team #: \_\_\_\_\_

Team Member: \_\_\_\_

Scoring: 5=Excellent, 4=Good, 3=Satisfactory, 2=Unsatisfactory, 1=Unacceptable

Criteria	Score
<p><b>Subject Line:</b></p> <ul style="list-style-type: none"><li>• Conveys key content</li><li>• Helps the reader prioritize his inbox</li><li>• Gives indication of the specific project (All of your reports are “updates”)</li></ul> <p>For Module 1, a subject line has been given</p>	5%
<p><b>Opening:</b> Summarizes key points in first sentence and draws reader in further</p> <ul style="list-style-type: none"><li>• States your recommendation and gives a quick summary of both the business problem and the analysis that you will be presenting.</li><li>• Direct and concise</li><li>• A formal or semi-formal greeting is present (no “Hey”)</li><li>• If the recommendations are complex (such as a table of numbers) – summarize and/or place them directly following the opening paragraph</li></ul> <p>This section includes both the greeting and the opening. A greeting (Hello or Hi) is included</p> <p>A concise mention of the recommendation is made within or just following the opening: sufficient that a busy executive could quickly derive essential content.</p> <p>A concise mention is made of the business context and analysis to be expected in the body</p>	5%

<p><b>Body:</b></p> <ul style="list-style-type: none"> <li>• Demonstrates, expands, and documents key points in a logical manner</li> <li>• Supporting evidence is provided; no unsupported throw-away lines</li> <li>• Reasoning is clearly explained</li> </ul> <p>This is a main focus of our work in Module 1</p> <p>Start with an accurate analysis of the data and solid business interpretation of the result. Without that foundation, the resulting message is worth nothing to you as a professional and is dangerously misleading to your reader as a decision maker.</p>	50%
<p><b>Organization:</b> Note: your analysis and recommendation must be substantial and complex enough to require headings and supporting documentation</p> <ul style="list-style-type: none"> <li>• Related information grouped together into digestible chunks</li> <li>• Headings separate and organize the main points</li> <li>• Consistent white space, font and style imparts a clean, professional appearance</li> <li>• Bullet points and/or charts/tables/graphs are used to clearly present details; reduce clutter; and allow audience to quickly grasp key ideas</li> </ul>	10%
<p><b>Data Visualization:</b></p> <ul style="list-style-type: none"> <li>• Clearly presented and explained. (Paragraphs should introduce key ideas, which will allow the reader to quickly find what you want them to see in the table.)</li> <li>• Appropriate labels</li> <li>• Uncluttered</li> <li>• Some sort of data visualization is a requirement.</li> </ul> <p>A good chart has 3 effective elements:</p> <ul style="list-style-type: none"> <li>• Uncluttered construction with clear labeling</li> <li>• Seamless embedding into the discussion</li> <li>• A key point about the data or analysis is illustrated</li> </ul>	5%

<p><b>References:</b> <i>You must cite the source for all material not of your own construction</i></p> <ul style="list-style-type: none"> <li>• Place under the supporting document or embed in a paragraph before or after the data or source material is used to obtain a natural business style</li> <li>• References for supporting information are properly cited with <ul style="list-style-type: none"> <li>o URL for the specific page (not entire website), or</li> <li>o Formal document name, with file extension (For data provided on Canvas: downloaded file name not the Canvas label)</li> </ul> </li> </ul>	5%
<p><b>Grammar:</b></p> <ul style="list-style-type: none"> <li>• Grammatically correct writing structure</li> <li>• Sentences are complete and punctuated properly</li> <li>• Always run spell check and supplement with a read-through</li> </ul> <p>Grammar in KEY business documents is always checked until perfect: good grammar represents attention to detail and professionalism in the same way that clean and appropriate business attire gives a good first impression.</p> <p>1-2 grammatical errors are a single percent.</p> <p>Several or many grammatical errors will cost points based on interference with the delivery of the message.</p>	5%
<p><b>Flow of Writing:</b></p> <ul style="list-style-type: none"> <li>• Concise and specific phrases</li> <li>• The transitions from one idea to another are clearly developed so there is a logical flow or progression in the writing</li> <li>• Smooth transition between paragraphs</li> <li>• Sentences are “readable” : no need to parse their meaning</li> </ul> <p>Readability is the focus of our work in Module 1. In future modules we will concern ourselves more deeply with effective transitions; precision in choice of words (accurate representation of our thoughts), and concise phrasing</p> <p>All sentences are readable; confusing wording has been rewritten to convey the author's message easily.</p> <p>Reader does not need to parse any part of the document to determine (or guess at) the meaning.</p>	5%

<p><b>Closing:</b></p> <ul style="list-style-type: none"> <li>• Closing summarizes key ideas.</li> <li>• Business context is included.</li> <li>• The recommendation is restated.</li> <li>• Encourages ongoing interaction or feedback, on a separate line.</li> </ul> <p>At first scan, a reader can find out what the recommendation and next steps are.</p>	<p>5%</p>
<p><b>Overall Tone:</b></p> <ul style="list-style-type: none"> <li>• The memo is professional in nature, and is not too abrupt, negative or informal</li> </ul> <p>We are going for a Professional and business-like representation of YOU. The documents that we write in this class are a work-product; and we assume that some sort of management is "reading" the team's communication over their shoulder.</p> <p>Not too informal.  No negative or derogatory language.  Is not abrupt (implying disinterest and lack of preparedness)</p>	<p>5%</p>