**Email and Memo Assignment Grading Rubric**

*Professional Communications OER: Writing*

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| Criteria | Inadequate | Feedback | Acceptable |
| **Format**  **Structure** | One or more structural elements missing, incomplete, or incorrectly applied.  Header   * “To:” and “From:” fields do not include names, titles, department as applicable. * Date missing or incorrectly applied. * Subject line missing or incorrectly placed. * Subject line is not succinct and/or does not accurately describe the essence of the message content/purpose.   Body   * Uses formal salutation, violating document standard. * Text not single spaced and/or left justified. * Opening/introduction paragraph is insufficient or does not summarize the problem. * Opening paragraph declarative sentence not used or is inconsistent with purpose. * Second paragraph is insufficient in presenting recommendations/justifications for action. * Third (and remaining) paragraph does not elaborate sufficiently on recommendations/justifications. * Final paragraph does not restate or summarize problem and recommendations in an integrated way.   Closing   * If required, complimentary closing and partial signature with 2 or more items is missing (name, title company name, telephone number, mailing address or company email address) |  | Formatting of all structural elements is correctly applied.  Header   * “To:” and “From:” fields have correct punctuation, names, titles, department as applicable. * Date field includes correct punctuation and is in correct regional format. * Subject line includes correct punctuation and is correctly placed. * Subject line succinctly and accurately describes the essence of the message content/purpose.   Body   * No formal salutation in the body, conforming to document standard. * Text is single spaced and left justified, has no paragraph indentations, and uses single blank line separating paragraphs. * Opening paragraph is a concise summary with a clear focus on the key problem. * Opening paragraph includes a strong declarative statement. * Second paragraph states recommendations/justifications directly and simply. * Third (and remaining) paragraph provides a clear elaboration on recommendations/justifications with supporting information. * Final paragraph provides a clear analysis for the recommendations/justification and integrates them effectively with the stated problem.   Closing   * No formal salutation or closing is used. Heading serves this purpose. * As required, contains complimentary closing and partial signature with all required items – (name, title company name, telephone number, and mailing address or company email address.) |
| **Writing**  **Convention** | Limited or ineffective use of important conventions.   * Email/Memo is not presented using direct or indirect approach as required. * Considerable errors in writing mechanics (grammar, spelling, sentence structure, verb conjugation). * Language is not of professional quality. * Aids (bullets, headings, numbers, etc.) not used to enhance readability. * Text is not logically or coherently presented. * Use of effective paragraphs is poorly applied (topic, supporting, concluding sentences). * Tone is inappropriate for primary audience. * Reference to appended attachments, if included, is not made. |  | Consistent and effective use of important conventions.   * Email/Memo conforms to direct or indirect approach as required. * Correct use of grammar and spelling is consistent within the entire text. Varied sentence structures used. Correct verb conjugation. * Language is of a professional quality. * Text is well organized and presented in a logical and coherent manner. Visual aids used effectively to enhance readability and understanding. * Effective use of paragraph design is evident throughout the text (includes topic, supporting and concluding sentences). * Tone is appropriate to primary and secondary audiences. * Vocabulary is accurate and effectively conveys meaning. * Reference to key information in appended attachments, if included, is effectively integrated. * Memo is complete yet brief and concise. |