Scoring Guide for Case 4, Task 3: Respond to Proposals

Name: Date:

Course & Section:

Deliverables: **Four e-mail messages**

|  |  |  |  |
| --- | --- | --- | --- |
| Specific Evaluation Criteria and Required Elements | Your Score | Criterion Weight | Total |
| Adheres to proper netiquette guidelines, such as using a specific subject line, clarifying the purpose of the message in the first paragraph, using relatively brief paragraphs, and supplying an appropriate signature. |  | x 2 |  |
| Expresses regret but does not apologize. |  | x 1 |  |
| Provides a persuasive rationale for why the proposal received reduced or no funding. Rationale is clearly linked to the foundation’s goals and evaluation criteria. |  | x 6 |  |
| Includes specific advice for improving the proposal. Advice references specific features of the proposal. |  | x 5 |  |
| Concludes on a positive note. If the proposal was not funded, the message encourages the organization to resubmit during the next quarter. |  | x 2 |  |
| Uses effective design elements — such as white space, lists, and headings — to help make the message easy to read. |  | x 2 |  |
| Contains no typos or errors in spelling, punctuation, or grammar. |  | x 2 |  |
| Total Points for Assignment  (100 points possible) | | |  |
| Comments: | | | |

What Your Scores Indicate

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| --- | --- | --- |
| Score | Key Word | Comments |
| 5 | Outstanding | Demonstrates a **high degree of competence**, sustained control, and mastery of the element. May have occasional minor flaws. |
| 4 | Strong | Demonstrates **clear competence**. An element with a score of 4 is not as skillfully controlled as an element with a score of 5 and may contain minor flaws that can be fixed or overcome without much trouble. |
| 3 | Adequate | Demonstrates **adequate competence** and control but with occasional lapses in quality. |
| 2 | Limited | Demonstrates **some competence** but is clearly flawed. A score of 2 indicates more frequent or more apparent lapses than those described for a score of 3. |
| 1 | Flawed | Demonstrates **serious weaknesses**. |
| 0 | Missing | Required element is not included. |