RUN MOORE WHITE PAPER Rubric

POINTS	10-9	8-7	6-5	4-3	Points
Purpose	Is engaging and fully develops a clear purpose for each section that is appropriate to assignment. Answers all the questions asked in the assignment well.	Competent and well-developed purposes for each section; there are places where it is difficult to follow the purpose of the section.	Mostly intelligible ideas; purpose in each section is weak, unclear, too broad, or only indirectly supported. Answers questions insufficiently.	Mostly simplistic and unfocused purpose; does not answer any of the questions or accomplish the requirements described in the assignment.	
Support and Development	Consistent evidence with originality and depth of ideas; ideas work together as a unified whole in each section; main points are sufficiently supported and explained. Support is valid and specific. Has at least eight sources (five class sources & three outside sources)	Ideas supported sufficiently; support is sound, valid, and logical but there are areas where more explanation is needed. May have six or seve or eight sources but might not use them as well as a 10. Or May have all the sources needed but doesn't use them very well.	Support isn't sufficient or specific but is loosely relevant to main points. Explanations and sources, if used, are not explained well. Author needs to describe ideas in more detail. Uses only three-four sources and may not use them very well.	Insufficient, non-specific, and/or irrelevant support.	
Organization and Structure	There is an obvious purposeful organizing structure within each element of the proposal. Ideas within each section are linked with smooth and effective transitions.	Competent organization in each section without sophistication. Lacks effective transitions in writing.	Limited attempts to organize around a main idea. Ideas within sections are mostly stand-alones with weak or non-evident transitions.	Organization while attempted was unsuccessful. No evident transitions or planned sequence within sections.	
Verbal Language	Uses appropriate language and diction for audience. Establishes consistent and professional tone. Sentences are structured effectively and powerfully; rich, well-chosen variety of sentence styles and length.	For the most part, uses appropriate language and diction. Tone mainly professional. Sentences are varied but errors occur due to a lack of proofreading.	Little or inconsistent use of appropriate language for a professional audience. Inappropriate diction. Tone not consistent. Sentences are formulaic or tedious. Errors in sentence structure.	Shows almost no awareness of professional audience. Reveals no grasp of appropriate tone for assignment. Simple sentences used excessively almost exclusively. Errors in sentence structure.	
Presentation	Information is chunked and queued & filtered effectively into readable and understandable parts--consistent.	For the most part authors chunk and queue & filtered information and/or made nearly all parts are readable and understandable.	Ineffective design for the most part to chunk and queue & filter information and/or made nearly all parts are readable and understandable.	Does not follow the directions.	
Editing	Makes very few or no grammar, spelling, or punctuation errors. Citations correct.	Some grammar, spelling, and punctuation mistakes. More time and care are needed in editing. Citations mostly correct.	Spelling and punctuation errors make reading difficult. Most citations incorrect.	Many spelling and punctuation mistakes make it difficult to understand the purpose. Citations absent.	
				Total Points	/60=%