

Name _____ Sec. _____ Date _____

Report Evaluation Criteria

<u>Actual Points</u>	<u>Possible Points</u>	
	40	<p>Content Accomplishes the purpose of the message by stating a clear position and supporting the position with logical points and sub-points, insightful reasoning and/or persuasive examples</p>
	10	<p>Audience Adaptation Uses impersonal writing tone and style; establishes the desired relationship, motivates the desired outcome.</p>
	15	<p>Organization Well-organized and easy to follow; includes appropriate headings and uses smooth transitions; includes important details; excludes irrelevant information; illustrations are relevant to purpose.</p>
	15	<p>Format/Document Design Introduction and Executive Summary follow assignment specifications; Report proper uses appropriate <u>APA</u> format and document design.</p>
	20	<p>Writing Style and Quality Demonstrates mastery of vocabulary and superior facility with the conventions of standards and written English (grammar, usage, mechanics) and uses generally accepted U.S. business writing practices.</p> <ul style="list-style-type: none"> Uses clear (unambiguous) words Uses concise words and phrases (brevity without sacrificing clarity) Uses correct (accurate word chosen) words Uses concrete (word the reader can picture) words Uses a variety of sentence lengths Makes clear reference of modifying phrases Uses active voice consistently Uses past or present time consistency Develops paragraphs around topic sentences
	100	Total Points

ANALYTICAL REPORT GRADESHEET

Name _____ Pts. ____/100

Criteria	Excellent	Good	Fair	Poor
I. PREFATORY PARTS (10 pts.)				
Title Page: Arrangement – 2	2	1		0
L. of Transmittal – 3	3	2	1	0
Table of Contents – 2	2	1		0
Table of Graphic Aids				
Executive Summary – 3	3	2	1	0
II. REPORT BODY (52 pts.)				
INTRODUCTION (Complete) – 7 Purpose, Methods, Terms, etc.	6	5	4	3
FINDINGS - Analysis of Data – 20 (Coherence, flow of ideas, Headings, visuals, completeness)	18	16	14	12
Quotes and Paraphrases _____ - 10 Writing style, objectiveness, accuracy,	9	8	7	6
SUMMARY – 5	5	4	3	0
CONCLUSIONS – 5	5	4	3	0
RECOMMENDATIONS – 5	5	4	3	0
III. APPENDED PARTS (8 pts.)				
SELECTED BIBLIOGRAPHY – 4	4	3	2	1
Correct format – 2	2	1		0
Use of a variety of sources – 2	2	1		0
IV. FORMAT and MECHANICS (30 pts.)				
Overall Appearance – 5	5	4	3	0
Spacing, margins, page numbers – 5	5	4	3	0
Sentence/paragraph structure – 8	7	6	5	4
Proofreading – 12	11	10	8	7
Spelling errors _____				
Other Comments:				

TOTAL PTS.

Code _____

Name _____

Report Grade Sheet

Title Page and Table of Contents (4 points)

Title Page _____ Table of Contents _____

Executive Summary (15 points)

Problem & Purpose (11 points)

Problem _____
 What _____ When _____ Who _____ Where _____ Job Area _____

Headings & Page Numbers (6 points)

Research Problem & Purpose _____ General Conclusions Based on Web Printouts _____
 Locating the Information _____ Individual Job Details _____
 Page Numbers (*small Roman for Prefatory parts and Arabic for rest of report*) _____

Locating Information (9 points) Browser _____

Job 1
 Job 2
 Job 3 a. Search Engine & URL b. Words used for search c. Hit and URL

Conclusions (20 points)

Individual Job Details (13 points)

Reference to table
 Job 1
 Job 2
 Job 3

Table (16 points)

Item	Job1	Job 2	Job3
Reference & URL			
Company			
Position			
Job Description			
Experience			
Education			
Skills			
Other			
Salary			
Location			

Job Printouts Marked (6 points): Yes No

Job 1
 Job 2
 Job 3

Miscellaneous

Code _____

Name _____

Presentation of Written Report

<i>Verbal</i>	<i>Visual</i>
Introduction	Introduction
A. State Name [4] _____	A. Name [6] _____
B. Indicate 3 jobs from Written Report [3] _____	B. N/A _____
Body	Body
C. Job 1 [9] <i>(discuss items on visual)</i> _____	C. Job 1 [10] _____ Job title Company & Location Description Education Experience Skills Other
D. Job 2 [9] <i>(discuss items on visual)</i> _____	D. Job 2 [10] _____ Job title Company & Location Description Education Experience Skills Other
E. Job 3 [9] <i>(discuss items on visual)</i> _____	E. Job 3 [10] _____ Job title Company & Location Description Education Experience Skills Other
Conclusion	Conclusion
F. Job chosen [3] _____	F. Job Number & Title [1] _____
G. Reasons (1) [3] _____	G. Reasons (1) [3] _____
(2) [3] _____	(2) [3] _____
(3) [3] _____	(3) [3] _____
Close	Close <i>(no visuals)</i>
H. Ask for Questions and answer [6] _____	
I. Thank audience [2] _____	GRADE _____

Codes _____

Name _____
Name _____
Name _____
Name _____
Name _____

Questionnaire Grade Sheet

Purpose (5 points)

Description of Respondent (20 points)

1. Directions clear
2. _____ questions

Three Subareas of Purpose (any order)

1. Yes/No Questions (20 points)

- A. Subarea title
- B. Directions clear
- C. _____ Questions

2. Multiple Choice Questions (20 points)

- A. Subarea title
- B. Directions clear
- C. _____ Questions

3. Open Ended Questions (20 points)

- A. Subarea title
- B. Directions clear
- C. _____ Questions

Other (15 points)

1. Continuous numbering
2. Two page maximum
3. Overall format (*convenient for respondent*)
4. Spelling/Grammar
5. Other

Name _____ Date _____

Written

GBA 389 - REPORT EVALUATION

<u>ACTUAL POINTS</u>	<u>POSSIBLE POINTS</u> 40	<u>CONTENT</u> Descriptions/Research Purpose
	10	<u>Audience Adaptation</u> Reader-centered language Reader-centered content
	15	<u>Organization</u> Introduction Discussion Recommendations
	5	<u>Format</u> Memo format Memo spacing Initials
	10	<u>Document Design</u> Headings Font sizes & styles Visual aids Pagination, spacing
	20	<u>Writing Style & Quality</u> Conciseness Tone Mechanics, usage Grammar, spelling
<u>TOTAL ACTUAL</u>	<u>TOTAL POSSIBLE</u> 100	