

### FBC Brief/Memo Rubric

	Pass	Fail
Recommendations	Student gives two recommendations (no more or fewer) that address the main problem and audience of the prompt. Student may give sub-recommendations as implementation details of their primary recommendations, as long as exactly two primary, distinct recommendations are given	Student gives fewer than two recommendations OR Student gives more than two primary recommendations (not counting sub-recommendations of primary recommendations) OR Recommendations fail to address the main problem and audience of the prompt
Evidence	Cites at least four different sources from the provided resource list (student may use additional outside sources) AND For each source, attempts each of the following: <ul style="list-style-type: none"> <li>Refers to specific argument(s) or evidence from the source, either through direct quotation or paraphrasing</li> <li>Engages with the source's argument(s) or evidence by relating them to the student's own argument</li> </ul>	Does not cite at least four different sources from the provided resource list OR Cites four sources, but more than one of the sources fails to either: <ul style="list-style-type: none"> <li>Refer to specific argument(s) or evidence from the source, either through direct quotation or paraphrasing</li> <li>Engage with the source's argument(s) or evidence by relating them to the student's own argument</li> </ul>
Implementation	Student gives tangible and specific actions for implementing two recommendations. Implementation steps address the needs and capabilities of the audience	Student does not give tangible and specific actions for implementing two recommendations OR Student gives tangible and specific actions for implementing each recommendation, but implementation steps target the wrong audience or do not address the main problem of the prompt
Structure	Document has an introductory section, a concluding section, and at least one body paragraph for each recommendation AND Introductory section correctly indicates the audience for the document, problem to be addressed, and recommendations being made (front-loaded recommendations) AND Contents have a clear, logical, compelling organization	Document is missing an introductory paragraph, conclusion paragraph, or at least one body paragraph per required number of recommendations OR Introductory paragraph indicates a misunderstanding of the audience for the document or the problem to be addressed OR Recommendations are not presented in the introductory paragraph (front-loaded) OR Contents do not have a clear, logical, compelling organization
Professional Tone	Student uses an appropriately professional tone throughout the document AND Student demonstrates sufficient cultural/global sensitivity and awareness	Student uses an unprofessional or chatty tone throughout the document OR Tone is bossy and demanding, with at least four instances of tonally inappropriate words like "have to," "must," "need to," etc. OR Student lacks sufficient cultural/global sensitivity and awareness OR Paper generalizes about groups of people OR Student misspells names of key players in the prompt more than once
Grammar and Mechanics	Document may contain some minor errors, but not enough to distract the average reader. The writer's credibility would not be harmed by any errors	Document contains errors that would distract the average reader or make comprehension difficult for the average reader. The writer's credibility would diminish because of the multitude of errors in the document
Format	Contains in-text citations AND has an organized reference page AND Misses no more than two of the following: <ul style="list-style-type: none"> <li>left justified header block</li> <li>single spaced body text</li> <li>paragraph form (i.e. NO bulleted or numbered lists)</li> <li>block formatted paragraphs (no indentation)</li> <li>references page has hanging indentations for each source</li> <li>in-text citations correctly formatted in APA style</li> <li>does not exceed page limit (not counting the references page)</li> <li>1" margins</li> <li>12-point Times New Roman, Arial, Calibri, or Aptos font</li> </ul>	Does not contain in-text citations OR Does not have an organized reference page OR Misses three or more of the following: <ul style="list-style-type: none"> <li>left justified header block</li> <li>single spaced body text</li> <li>paragraph form (i.e. NO bulleted or numbered lists)</li> <li>block formatted paragraphs (no indentation)</li> <li>references page has hanging indentations for each source</li> <li>in-text citations correctly formatted in APA style</li> <li>does not exceed page limit (not counting the references page)</li> <li>1" margins</li> <li>12-point Times New Roman, Arial, Calibri, or Aptos font</li> </ul>