

FBC Brief/Memo Rubric

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