EVALUATION NOTES: APPLICATION LETTER

Writer: _____

Content/Style   /75%
- applies for the position, by name?   indicates how writer learned of the position?

- states theme of writer's sales pitch (a.k.a. "positioning technique) early in the letter (1st or 2nd paragraph)?

- shows that the applicant understands the position's requirements and <u>then</u> provides evidence that the writer has the qualifications and personal qualities to meet those requirements?

    uses "you"-oriented language rather than "I"-oriented language?

- sells a **package** or combination of skills, knowledge, and personal abilities rather than a loosely-related collection of information about the applicant?

    refers to the enclosed resume for more detail?

- provides an appropriate and effective lead-out? i.e. requests interview?
  says how reader can contact writer?   says when writer is available for interview and/or work?   closes with strong, positive statement?

- uses clear, concise phrasing?

Organization   /20%
- organizing principle or structure:
  - 1. effective opening business?
  - 2. effective positioning technique in first or second paragraph?
  - 3. proper number of sales paragraphs for this particular sales pitch?
  - 4. effective business closing?

- paragraphs unified and coherent?

- clear topic sentences?

- effective transitional words and phrases?

Format   /5%
- uses full block format?   uses proper heading?   proper address to reader?
- open punctuation?   proper spacing?
- signs letter?

Mechanics Deductions:
- spelling/typographical errors   • punctuation
- sentence mechanics   • pronoun usage

Total: /100

EVALUATION NOTES: ENQUIRY LETTER

Writer: _____

Content/Style   /75%

- tone of opening: appropriate?   does opening connect with reader by giving reason for enquiry?   does opening summarize or preview enquiry?
  also, does opening suggest to the reader "What's in it for me?"

- <u>necessary</u> background provided?

- questions listed in numbered or bulleted list?

- questions clear?
          in logical sequence?
          reasonable?

- are questions designed to help writer decide whether to eventually apply for a position with the reader's firm?
- are questions designed to help writer learn what he/she will need to do in order to be successful in such an application?
- is the tone direct, but not too familiar or aggressive?

- does the writer refer to the enclosed resume?

- does letter provide an appropriate and effective lead-out?: ①says how reader can contact writer?   ② says when writer is available for a meeting and/or work?
  ③ gives the reader an alternative method for responding to the enquiry (if applicable)?

- does the letter use clear, concise phrasing?

Organization   /20%
- organizing principle or structure:
  ① opening connection/reason for enquiry/summary of enquiry
  ② background (if necessary)
  ③ detailed questions
  ④ business closing
- paragraphs unified and coherent?

- clear topic sentences?

- effective transitional words and phrases?

Format   /5%
- uses full block format?   proper heading?   proper address to reader?
- uses proper punctuation?   proper spacing?
- signs letter?

Mechanics Deductions:
- spelling/typographical errors
- sentence mechanics
- punctuation
- pronoun usage
- other

Total: /100

EVALUATION NOTES: PROGRESS REPORT

Writer: _____

Content/Style   /75%
- sufficient detail re: progress of research?

- sufficient detail re: progress of analysis?
  sufficient explanation re: reasons for structure chosen for outline?

- sufficient detail re: work to be completed?

- problems or setbacks identified and explained?

- solid reasoning? adequate prediction re: success of this project?
  evidence provided to support positive statements?
      i.e., in memo references to outline?
          by attached bibliography?

- clear, concise phrasing?

Organization   /20%
- basic structure:
  1. effective reader connection?   opening summary or preview of memo?
  2. desc. of progress (incl. ref. to working outline)
  3. problems and setbacks (if applicable) + techniques to overcome these
  4. work planned for next work period
  5. prediction re: success of project
  6. closing (request for assistance, if needed; positive closing statement; lead-out to action)

- clear topic sentences?

- clear line of development in each paragraph?
      reasons, exs., chronological, problem-solution, cause-effect, descriptive,
      inductive reasoning

- effective transitional words and phrases?

Format   /5%
- proper memohead?   (MEMO?   top info?   subject line?   )
- page continuation used? (see p. B-6, Guffey; p.474, Lannon)
- signature or initials?   • attachment line?

Mechanics Deductions:
- spelling/typographical errors   • punctuation
- sentence mechanics   • pronoun usage

Total: /100

FORMAL REPORT: EVALUATION NOTES

Writer

Content   (/30)
   Transmittal document:

  Summary: includes all key facts and conclusions? appropriate length?

  Introduction: clearly identifies need for report/report's purpose?
     gives necessary background?
     describes analytical approach?

  central sections:
     includes adequate information?
     provides solid analysis? (right combination of analytical methods? clear thinking?
         clear application of criteria identified in Introduction?)

     acknowledges information sources?
     shows a grasp of the issues involved?
     uses effective illustrations?   integrates illustrations?

  Conclusions/recommendations
     solidly based on material presented in the central sections?
     acknowledges the report's purpose identified in the Introduction?
     accurately and honestly appraises the situation according to the data provided?

  Appendixes

Structure   (/20)
   Headings system makes sense?
   Order of sections - logical and effective?
   Paragraphs: clear topic sentences?   effective transitions?

Mechanics/Format   (/30) (3 marks per error)
   title page: transmittal document
   Table Of Contents: List Of Illustrations: Appendix:
   margins: spacing:
   pagination: headers:
   headings:
   illustrations:
   documentation:
   spelling, grammar, punctuation, capitals, numbers:

   sentence mechanics:

Phrasing/readability/style   (/20)
   (sentence lengths, sentence types, vocabulary level, conciseness, naturalness, active verbs,
   paragraph length, paragraph clarity, word lists)

Overall   (/100) Note: this grade is not necessarily the total of the above numbers.

EVALUATION: INSTRUCTIONS

1. **CONTENT/STRUCTURE**
   - clear and limiting title?
   - useful lead-in?
     necessary background re: equipment, applications, or the specific setting for these instructions?
   - logically ordered steps?
   - appropriate level of technicality?
     1. background info where necessary
     2. detailed explanations
     3. examples
   - necessary visual illustrations included?
   - strong connections between words and illustrations?
   - necessary notes, cautions, or warnings included?
   - appropriate words, sentences, paragraphs?
     1. active voice and imperative mood
     2. transitional words - time and sequence
     3. parallel phrasing
     4. carefully shaped paragraphs and sentences
     5. specific words used in each case to express the exact instruction
   - useful lead-out?   practical connection for the reader's consideration?

     /50

2. **PHYSICAL FORMAT**
   - adequate open space to make the instructions accessible?
   - point form used where appropriate?
   - headings used to indicate natural divisions?
   - boxes or borders used to separate notes, cautions, warnings from text?
   - fonts, bolding, italics, underlining, color, and capitals used effectively?
   - illustrations placed close to the relevant instructions?
   - adequate margins?   margins used creatively to present key information?

     /30

3. **MECHANICS**
   - spelling correct?
   - punctuation correct and useful?
   - headings format consistent?
   - page numbers placed consistently?
   - grammar correct?
   - spacing consistent and correct?
   - numbers/letters in point form system used correctly and effectively?
   - generally neat?

     /20

Total:

EVALUATION NOTES: PROCESS DESCRIPTION REPORT

WRITER(S):

1. **CONTENT/STRUCTURE/STYLE**
   - clear and limiting title?
   - does the report meet the requirements of the topic identified in the "Process Description assignment" memo?

   - three-part structure?   Introduction/Detailed Description/Conclusion   (see handout, "Outline For Description Of Process")
     does this report use an appropriate structure for this topic?
   - useful Introduction?
     necessary background? descriptive pre-summary? (i.e. stages of process named in chronological order?) process placed in context? necessary definitions given?
   - is the process logically developed?   are all the stages present?
   - appropriate level of technicality?
     1. background info where necessary?
     2. detailed explanations?   specific measurements provided where necessary?
     3. examples, where necessary?
   - necessary visual illustrations included?
   - strong connections between words and illustrations?
   - appropriate words, sentences, paragraphs?
     1. active verbs? passive voice used only when necessary?
     2. transitional words - time and sequence indicated where appropriate?
     3. carefully shaped paragraphs and sentences?
     4. exactly right and specific words used to describe the individual parts of the process?
   - useful Conclusion? (summary of key points? lead-out to practical considerations?)
     /80

2. **PHYSICAL FORMAT**   (see handout, "Format Requirements: Process Descriptions")
   - Title page
   - margins
   - headings system
   - page numbering
   - spacing
   - illustrations placed close to the relevant descriptions? consistent format? correct format?
   - documentation
     /20

3. **MECHANICS**
   - spelling correct?
   - punctuation correct and useful?
   - grammar correct?
   - sentences mechanically sound?
   - numbers used correctly?
   -_____

Total:

EVALUATION: USER'S MANUAL

Writer: **Total:**

Structure/Content: /50

Title page: title? manufacturer's name and logo?   date of publication?   balanced & attractive?   name & model number of device?

Introduction and specifications
- name and define the device?
- name the purpose of this manual?
- name the device's main features?   (and show an illustration of those features?)
- refer to options and accessories available for this device?
- provide a table of specifications for the device?
- performance tests?   graphs of calibration specs?

Instructions	Operating	Maintenance	Calibration
Lead-in to procedure or a preview of special features?			
Step-by-step account, in point form?			
Logically ordered steps?			
Essential illustrations included? Connected with words?			
Necessary notes, cautions, or warnings included?			
Appropriate words, sentences, paragraphs?			
1. active voice and imperative mood			
2. transitional words - time and sequence			
3. parallel phrasing			
4. carefully shaped paragraphs and sentences			
5. specific words used to express exact instructions			

	Sufficient detail?	Clearly phrased?
Theory Of Operation		
Replacement Parts List		
Schematics/circuit diagrams		

Physical Format: /25
- adequate open space to make the instructions accessible?
- point form used where appropriate?
- headings used to indicate natural divisions?
- boxes or borders used to separate notes, cautions, warnings from text?
- fonts, bolding, italics, underlining, color, and capitals used effectively?
- illustrations placed close to the relevant instructions?
- adequate margins?
- Contents page?
- Illustrations list?

Mechanics: /25
- spelling correct?
- punctuation correct and useful?
- headings format accurate and consistent?
- pages numbered consistently & correctly?
- numbers/letters in point form system used correctly and effectively?
- sentences mechanically sound?
- grammar correct?
- documentation format correct?
- spacing consistent and correct?
- illustration format correct?

<div align="center">**EVALUATION: RESEARCH PROPOSAL**</div>

Writer: _____

Content/Style   /75%
- gives sufficient background information? (about reader?   situation?   writer's role?   )
  report's analytical purpose identified clearly?

- describes proposed project clearly and adequately?
1. nature of proposed report?   (i.e., description in memo?   attached outline?
2. research/writing schedule?

- provides enough supportive evidence and arguments?
1. evidence that writer understands the nature of the proposed report?
2. evidence of writer's commitment?
3. evidence of writer's research capabilities?
        (i.e., description in memo?   attached bibliography?

- displays solid reasoning? (i.e., establishes need for report and shows how this report will meet that need?)

- shows awareness of proposal reader's role needs and biases?

- uses clear, concise phrasing?

Organization   /20%
- organizing principle or structure:
    1. effective opening connection with reader?   does "hook" preview the proposed report?
    2. adequate background information?
    3. proposal development: analytical purpose/description of approach/work schedule?
    4. arguments and evidence in favor of proposal?
    5. budget?
    6. request for authorization?

- paragraphs unified and coherent?

- clear topic sentences?

- effective transitional words and phrases?

Format   /5%
- proper memohead?   (MEMO?   top info?   subject line?   )
- page continuation used? (see p. B-6, Guffey)
- signature or initials?

Mechanics Deductions:
- spelling/typographical errors   • punctuation
- sentence mechanics   • pronoun usage

Total: /100

ORAL PRESENTATION   Speaker: _____

Content	Grade	Comments
Interest value for audience		intro shows relevance of topic? examples/stories appeal to this audience?
Depth of information/ideas		right amount for 4 mins? speaker has clear purpose?

Structure	Grade	Comments
Clear introduction		purpose of talk made clear? previews talk's structure? gets attention?
Logical, clear structure		topical arrangement? chronological? cause-effect? problem-solution?
Transitions and summaries		intro? connecting phrases? stage summaries? repetition?
Useful conclusion		summary? strong closing words? returns to intro? call to action?

Delivery	Grade	Comments
Clear sounds		clear middle consonants? end consonants?
Volume/projection		conversational? augmented? performance? oratorical? consistent?

Rate/pacing/fillers		variety in pacing? quick? takes time to breathe? fillers:
Tonal variety		uses appropriate tones? varies tone? level:
Audience contact		eye contact: voice contact: idea contact:
Word choice		slang? appropriate level? clear explanations?
Inflection/emphasis		downward inflections? strong vocal emphasis? emphasis by gesture, movement?
Enthusiasm/credibility		energetic? evidence of preparation? comfortable with material? confident?

A/V Usage	**Grade**	**Comments**
Choice of aids/quality		
Effective use		

Overall	**Grade**	**Comments**
Fulfilled assignment		interesting or useful? time limit penalty: _____ other:
General effectiveness		held attention? spoke to us? made good points? other:

Evaluator: _____   Time: _____   Grade: _____

Marking Guide: 5 = superior skill and execution/professional level
4 = excellent quality/above average
3 = needs work, but acceptable; average performance
2 = needs work, barely acceptable; below average performance
1 = needs much work; not acceptable