**Proposal Rubric**

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| **Criterion** | **Below Expectations** | **Meets Expectations** | **Exceeds Expectations** | **Score** |
| **Purpose** | Fails to identify and/or articulate a problem; Lacks a detailed solution(s); Fails to elaborate a plan of action | Clearly and articulately identifies a problem; provides detailed solution(s) to the problem; Provides a detailed plan of action for how to implement solution(s) |  | /50 |
| **Persuasiveness** | Fails to cite sources or uses unreliable sources/research; Proposes solutions that are infeasible or fail to address the problem; Does not address a particular audience | Incorporates relevant and persuasive examples, research, and data; Provides feasible solutions; Addresses a specific audience and uses support they would value |  | /25 |
| **Organization** | Is difficult to follow; Fails to include a captivating intro and/or conclusion; Transitions are awkward or difficult to follow | Includes a captivating intro and conclusion; Follows an easy-to-understand and cohesive structure; Transitions are smooth and clear |  | /15 |
| **Style** | Uses long or complicated sentences; Uses passive voice; Writes with a stilted voice | Is concise and clear; Uses active voice; Writes with an engaging and lively voice |  | /15 |
| **Page Design and Layout** | Fails to use headers; Uses long paragraphs with few visual breaks; Fails to adhere to CRAP principles | Uses effective and appropriate headers; Adheres to CRAP principles; Uses bullet points and/or numbered lists to represent |  | /5 |
| **Data Display** | Fails to tell a story; Is complicated and difficult to interpret; Represents data in an inaccurate and/or unethical manner; Lacks a label and/or introduction in the text of the proposal | Includes a data display that tells a story (i.e. shows a trend, indicates a gap, shows a problem, etc.); Represents data in an accurate and ethical way; Is labeled; Introduces data display in the text of your proposal |  | /25 |
| **Editing and**  **Assignment Parameters** | Lacks proofreading and editing; Has several grammar, spelling, and punctuation errors; Fails to meet assignment parameters (length, citation style, source amount) | Is free of grammar, spelling, and punctuation errors; Is approximately 4-5 pages (single-spaced); Incorporates approximately 4 sources; Follows APA style (for both in-text citations and reference page) |  | /15 |
|  |  |  | **TOTAL** | /150 |