

Grading Rubric

Project Proposal and Management Plan

Points

A. Proposal Content

30

Objective

- Project description
- Importance or benefits
- Goal
 - ▣ Definition of project outcome
 - ▣ Criteria to be applied to assessing success

Description of Project Strategy

- Task summary
- Identification of key steps
 - ▣ Data requirement assessment
 - ▣ Data collection
 - ▣ Data evaluation
 - ▣ Proposed analytical methodology
- Identification of potential roadblocks
- Strategy for managing potential roadblocks

Timeline

- ▣ Description of start and end date for each key step
- ▣ Contingency plan for potential problems

Project Management Plan

- Budget
- Staffing for key tasks and contingencies

B. Structure

30

Introduction

- Title relates to objectives
- Objective is clearly stated and potential benefits identified
- Anticipated outcome is consistent with objective and stated benefits

Body of Report

- Narrative
 - ▣ Paragraphs are well-unified and begin with topic sentences
 - ▣ Development is logical

- ▣ Any bulleted subpoints are expressed in parallel phrases
 - ▣ Information is presented consistently (i.e., objectives do not shift)
- Timeline appears realistic and well-thought out
- Contingencies clearly and thoughtfully identified
- Figures and tables are numbered and referenced in the text before they appear
 - ▣ Economical language
 - ▣ Visual communication
 - ▣ Clear and accurate information
 - ▣ Mathematical schedules (e.g. the budget) show calculations

C. Grammar and Mechanics

25

Simple, complete sentences

- Main ideas in main clauses
- Minimal use of passive voice
- Minimal, if any, sentences begin with however, therefore, and, but or because

Concise language

- Vocabulary is varied and diction precise
- Pronoun referents clear
- Words like "you" and "I" are avoided
- Wordy structures like "there is/are" and "the reason is because" and the "reason is why" are avoided

Other potential grammar issues

- Pronoun referents are clear
- Verb tenses are applied logically and consistently
- Spelling is correct

D. Professionalism

15

- Text uses main headers to guide reader from to topic to topic
- Bulleted points use slugs appropriately for emphasis
- Margins are established and maintained
- Pages are numbered
- Title page contains names of all team members
- Single-space paragraphs, but double space between them
- Once font style is selected, it is consistently applied
- One space after each sentence