

**0 ARCADIA VALLEY CTC SCORING GUIDE
INFORMAL PROPOSAL
Focus Skills: Persuasive Techniques**

addfr3 CRITERIA	0	1	2	3	4	TOTAL
INTRODUCTION	Introduction is incomplete	Introduction lacks 2 or more required components	Introduction presents the required components but may not be clear or thorough; or introduction may lack a required component	Clear introduction explains problems; provides brief solution statement; explains goals and value of solution; provides background info	Effective introduction clearly explains problem; provides brief solution statement; explains goals and value of solution; provides necessary background information	
PROPOSAL	Proposal is inaccurate, incomplete, or not presented	Proposal is unclear or unsupported; lacks one or more of the required components	Proposal presents some specific facts, figures, stats, or costs, etc.; addresses methods, expected results, and justification	Proposal is persuasive, using specific facts, figures, stats, costs, etc.; explains methods, expected results, and justification	Proposal effectively convinces reader of need; provides several specific facts, figures, statistics, costs, etc.; explains methods, expected results, and justification	
CONCLUSION	Conclusion is inaccurate or incomplete	Conclusion may lack summary or call for action	Conclusion may lack brevity or clear summary; call for action may be unclear	Conclusion clearly summarizes main points and calls for action	Effective conclusion is straightforward and brief; summarizes main points; presents call for action	
FORMAT & LENGTH	Format and/or length is not acceptable	Format and length are inappropriate; may lack headings	Format and length are acceptable; headings mark most sections of the report	Format is neat and length is appropriate; headings mark each section of the report	Format is professional and length is appropriate; headings clearly mark each section of the report	
ORGANIZATION	Organization is not acceptable or not attempted	Organization is inadequate; information may be presented an unclear order	Organization is acceptable; information is presented in a reasonable order	Organized with an introduction, body, and conclusion; information is presented in a clear order	Effectively organized with an introduction followed by body of proposal and a conclusion; information presented in a logical order	
MECHANICS	Mechanics are not acceptable	Sentence fragments, too many distracting errors	Occasional errors but not enough to distract	Complete sentences; correct capitalization, punctuation, and spelling	Flawless presentation of mechanics	
WORD USAGE	Word choice is not acceptable	Word choice is inadequate or inappropriate	Word choice is acceptable	Word choice is appropriate to audience for effective persuasion	Word choice is professional; appropriate to audience for effective persuasion	
USES TECHNOLOGY	Not word processed or appearance is unacceptable	Word processed but appearance is inadequate	Word processed; appearance needs minor revisions	Word processed in a clear font; appropriate appearance	Word processed in a clear font to create a professional appearance	
TIME REQUIREMENTS	Work is not complete	Completed late			Completed on time	