Content and Layout (6 pts)	Analysis and Focus (5 pts)	Professionalism and Style (1 pts)
- All components of report are complete, timely, and demonstrate revision (see checklist). - Each component has a clear purpose and could stand on its own (ie the executive summary is not completely reliant on other sections to be understood, the table of contents has accurate page numbers, etc). - Report is *readable*. For instance, charts and statistics are of good quality to be read and are designed to help the reader understand the information they represent (diagrams are not crooked/sideways, components of graphs have labels, etc). - Sentences are precise and concise. - All components find a balance between directness, brevity, and sufficient detail (i.e. sentences are precise and concise). - Provided Appendices provide useful context for readers and locations are referenced in report (ie raw data, additional charts, interview questions and answers, etc).	- Overall project is criteria driven. Criteria have a clear rationale for their selection, are backed up by acquired data, and <u>drive the proposed solutions.</u> - Clearly stated methodology (*eg questions you are trying to answer, what you are trying to find out to drive your project*) and methods (*eg the ways you look to find answers to your questions, interviews/surveys, etc*). - The research completed in order to evaluate the potential solutions is appropriate and effective: it allows the reader to understand enough about the solutions to make an informed decision about them. Proposed solutions demonstrate enough of a difference to give primary decision-maker options (solutions are different enough that they do not feel like small adjustments to the same solution). - The Recommendations Section should recommend the group's advice based on the research and criteria. - There is a consistent style throughout the report; the final product feels like one, cohesive report rather than an amalgamation of several parts of different styles.	- <u>An all or nothing category.</u> - Report adheres to style guide and genre conventions (i.e. letters have address blocks, memos have headers, etc.) - Few/no Spelling or grammatical errors. - Language use is professional with the correct amount formality and reader centered (i.e. no unnecessary jargon, acronyms are defined, avoids cliches, etc.). Language use adheres to expectations of identified audience: instructions have a different audience in mind than the memos. - All components of feasibility report are of a professional quality that could be used in real life situations (i.e. instructions function well to achieve desired results).