

| <p style="text-align: center;">Content (12pts - 40%)</p> | <p style="text-align: center;">Organization and Layout (6pts - 20%)</p> | <p style="text-align: center;">Analysis and Focus (4.5pts - 15%)</p> | <p style="text-align: center;">Professionalism and Style (7.5pts - 25%)</p> |
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| <ul style="list-style-type: none"> ● All components of portfolio are complete, timely, and demonstrate revision: <ul style="list-style-type: none"> ○ Introductory Bio ○ Application Letter ○ Recommendation Letter ○ Memos: <ul style="list-style-type: none"> ■ Audience Analysis Memo* ■ Recommendation Letter Memo* ■ Recommendation Letter Feedback Memo ■ Peer Review Feedback Memo ■ Peer Review Reflection Memo ● Sentences are precise and concise. ● All documents find a balance between directness, brevity, and sufficient detail (i.e. sentences are precise and concise). ● Each document has a clear purpose, especially in comparison to other documents of the same genre (i.e. application letter when compared to a recommendation letter). | <ul style="list-style-type: none"> ● Clear and consistent naming scheme for all documents ● Documents are readable and show an attentiveness to audience (i.e. varied sentences length, effective use of headers to break up content, etc.) ● Documents are related, content builds across portfolio materials (i.e. application letter supported by audience analysis, content from feedback memos incorporated in revisions, etc.) ● Writer provides relevant feedback and incorporates feedback received into future iterations of portfolio items (evidence of this in Feedback Reflection Memo). | <ul style="list-style-type: none"> ● All documents demonstrate a tailoring to an identified audience (i.e. a specific industry). Writer demonstrates that relevant audience analysis has been conducted/considered. ● Content of documents is persuasive while maintaining a tone appropriate for intended audience. ● Content (notably details and examples) demonstrates a consideration for audience’s knowledgebase and social potential social and cultural dynamics with the writer. Writer anticipates potential audience questions and proactively addresses them. ● Writer demonstrates some creativity/personality in their letter to move it beyond a generic response but without completely breaking convention of the document (i.e. without losing professionalism/formality in application letter). | <ul style="list-style-type: none"> ● All documents adhere 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 with smooth, logical transitions between paragraphs to increase readability. ● Documents are all of a professional quality that could be used in real life situations (i.e. actually applying for a position with the application letter). Letters support their claims, Memos are useful for both a “quick read” and a “slow read.” |
| <p>*memos that no not need to be revised</p> | | | |