

Inductive Memo Grading Rubric

Inductive Reasoning (50%)

	Below Expectations	Meets Expectations	Exceeds Expectations
Main idea and subject line 10%	Subject line incomplete or too wordy Missing main idea in introduction Main idea is incomplete or lacks impact	Complete, content-rich subject line Main idea or recommendation in the introductory paragraph	Complete, content-rich subject line Fully formed, significant, and clear main idea or recommendation in the introductory paragraph Main idea fully synthesizes content that follows
Inductive structure 10%	Too few/too many categories Categories overlap; not fully independent Categories at different levels of abstraction (e.g., mix of reasons and actions)	3 – 5 independent, non-overlapping categories at the same level of abstraction: all actions, or all reasons, or all findings	3 – 5 independent, non-overlapping ideas at the same level of abstraction: all actions, or all reasons, or all findings Each category significantly advances the argument
Headline and evidence for the first category 10%	Headline is incomplete Evidence does not support the headline Evidence is weak, e.g., from only one source and/or from low quality sources Missing citations	Headline is complete Supporting evidence provided from 2-3 sources Sources cited appropriately	Headline is well-written, significant, and includes the why and/or how Ample, high impact, supporting evidence from at least 3 high quality sources Sources are cited appropriately
Headline and evidence for the second category 10%	Same as above	Same as above	Same as above
Headline and evidence for the third category 10%	Same as above	Same as above	Same as above

Inductive Memo Grading Rubric (continued)

Audience Analysis, Tone/Writing Style, and Language Mechanics (50%)

	Below Expectations	Meets Expectations	Exceeds Expectations
Background/ context 10%	Too much context to orient audience Too little context to orient audience	Appropriate level of background context to orient audience	Appropriate level of context to orient audience Well-written, professional and concise
Audience reaction 10%	Fails to anticipate and address specific concerns of the audience	Anticipates and addresses the audience's reaction to the main message	Clearly anticipates the audience's reaction Addresses reaction in a sophisticated way that advances the argument
Introduction/ conclusion 10%	Introduction is too brief and/or does not provide a full roadmap Introduction is too long, and overshadows the remaining argument Conclusion is too brief; memo ends abruptly	Contains an introduction and conclusion to the argument	Introductory paragraph provides a clear, concise roadmap for the rest of the memo Conclusion provides a brief synthesis of the main idea and identifies next steps
Tone/ Writing style 10%	Language does not adhere to the 6 Cs (e.g., wordy, unclear sentences) Tone is not appropriate for the relationship between reader and writer, e.g., too formal or too informal Tone is not objective Overpromises benefits	Language adheres to the 6 Cs Tone is appropriate for the relationship between reader and writer Tone is largely objective and measured	Powerful use of vocabulary to convey meaning clearly and concisely Executive, professional tone throughout Language adheres to the 6 Cs Tone is appropriate for the relationship between reader and writer Tone is consistently objective and measured
Language mechanics 10%	Distracting formatting, e.g., extra blank lines and spaces Significant, distracting grammar errors and sentence structure issues Dense paragraphs (≥ 8 lines)	Meets most Questrom standards for a memo Effective sentence structure Correct grammar Minimal typos	Flawless grammar Excellent sentence structure Flawless formatting No typos