

TCO 341

Executive Summary Grading Rubric

Student: _____ Grade: _____

Points	Elements of Review	
1..2..3..4..5	Introductory paragraph	Paragraph introduces problem, briefly explains background in context of Mercer; shows understanding of Mercer's situation
1..2..3..4..5	Second paragraph	States purpose of proposal. Introduces company along with clearly-stated solution to problem. Credibility is established. Solution is written as perfect remedy to the problem.
1..2..3..4..5	Third paragraph	Further explanation of solution and how it will benefit Mercer and how it fits into Mercer's strategic goals.
1..2..3..4..5	Fourth paragraph	Explains shared goals of project (like low cost, accomplished quickly with low student impact, student centered, builds on Mercer's heritage)
1..2..3..4..5	Fifth paragraph	Re-states purpose of proposal – to present plan to solve problem in the best way for Mercer. Reiterates that this plan is the best plan conceivable for this problem. Add credibility transmission statement – “The Blue Team is pleased to present...”
1..2..3..4..5	Tone	Professional, positive, persuasive, brief