

TCO 341
Memo Grading Rubric

Student: _____ Grade: _____

| Points (25) | Elements of Review | |
|--------------------|---------------------------|-----------------------------------------------------------------------------------------------------|
| (3) | Memo Elements | Appropriate addressee; logo or letterhead, “to”, “from”, “subject”, “date” |
| (4) | Subject Line | Specific, accurate, action-focused |
| (4) | First Paragraph | Clearly explains purpose, author’s intent; clear and forceful writing; may summarize if a long memo |
| (4) | Middle Paragraph(s) | Topic sentence begins each paragraph; effective use of headings |
| (4) | Surface Features | Spelling, grammar, appearance; includes contact information |
| (3) | Tone | Tone, voice, level of persuasion appropriate; professional |
| (3) | Action | States who is to do what, when |