TCO 341
Introduction Grading Rubric

Student:_____ Grade:_____

Points	Elements of Review	
1..2..3..4..5	Beginning	Provides broader background on Mercer and explains the problem more fully; ties in strategic goals (*intentional redundancy*)
1..2..3..4..5		Repeats purpose statement but with slightly more explanation of the recommended solution & benefits to Mercer
1..2..3..4..5	Middle	Establishes credibility by offering an introduction to the proposal team and their individual roles in the project (not the proposal)
1..2..3..4..5		Previews the proposal by listing each section and explaining the purpose of each and what each is about – and how it will conclude
1..2..3..4..5	End	Concludes by briefly summarizing content of the Introduction and making a one-sentence transition to the technical approach (to let the reader know what is next)
1..2..3..4..5	Visuals	Pictures/photos/images that match the content; one per page
1..2..3..4..5	Tone	Professional, positive, persuasive, introductory in nature