

TCO 341 Technical Approach Grading Rubric

Student: _____ Grade: _____

Points	Elements of Review	
1..2..3..4..5	Beginning	<p>Begins with a justification for the project – a feasibility-like statement that the solution will present a return on investment for Mercer financially, in increased enrollment, greater public awareness, etc. Stresses that this is a much needed improvement to Mercer.</p> <p>Forecasts the rest of the Technical Approach by saying that this section will explain how the project will be implemented.</p>
1..2..3..4..5	Middle	<p><u>Full Explanation of Plan – 3 options</u></p> <p>Time: Describe plan by steps in beginning, middle, and end</p> <p>Segment: Describe plan by the segment of the project – planning, renovation, equipment installation, etc</p> <p>Phase: Describe plan by phase – planning, preparation, renovation, quality assurance, conclusion</p> <p>Global: All explanations have a step-by-step focus so the reader can see the full scope. Selected equipment and room layout should be pictured and explained.</p>
1..2..3..4..5	End	<p>Discuss quality control and how Mercer will know that the project is successful. Write a short summary of the TA. Repeat the justification for the project, and make a one-sentence transition to the operations plan.</p>
1..2..3..4..5	Visuals	<p>Pictures/photos/images that match the content; one or more per page</p>
1..2..3..4..5	Tone	<p>Professional, positive, persuasive, explanatory in nature</p>