



DUKE-UNC CHINA LEADERSHIP SUMMIT 2015

Action Memo Assessment Rubric

Team Number: _____

Topic: _____

	Excellent (4)	Good (3)	Minimal (2)	Poor (1)	Points
Action Orientation	Spells out clearly defined, specific and feasible actions for principal to take. Actions detailed in body of memo as well as in recommendation.	Actions are spelled out in body of memo, but are somewhat general, vague and/or perfunctory.	Action only mentioned in recommendation. No follow-up on specific steps in body of memo.	Fails to mention any actions principal should take.	
Mechanics	Format, grammar, spelling and syntax perfect. Uses mix of sentence length, active voice, first person, and royal "we." Journalistic in style.	Formatting is perfect, but a few usage errors that do not obscure meaning. Some passive voice. Academic sounding.	Some formatting errors. Usage errors sometimes obscure meaning. Wrong tone or voice.	Numerous formatting, grammatical or spelling errors. Unintelligible.	
Argument	Logically structured and persuasive. Strongly supports recommended action. Anticipates and refutes possible counter-arguments.	Argument clear but not compelling. Somewhat supports recommendation. No counter-arguments refuted.	Argument detectible, but weak or obvious. Not linked to recommendation.	Disorganized and confused. No central argument evident. No support for recommendation.	
Research	Cites multiple, credible and pertinent sources. All facts cited correct and, if controversial, provides attribution, context or critical analysis.	Some original research. Facts cited correct but not compelling or numerous. Attributes where needed.	Little new research. Most information copied verbatim. Some facts cited incorrect. Attribution for extreme claims needed.	No evidence of original research. Facts incorrect, missing or randomly cited from unreliable sources.	
Creativity	Novel, bold and original proposals. Shows complete mastery of topic and ability to break new ground.	Some original ideas, but not substantial or sustained.	Few novel proposals. Predictable and mechanical.	Parrots common ideas of others. No original input.	
				Total:	

Comments: