

# Trends Project Draft Part 2 Rubric (2021-2022)

Course: UCSP 615 9015 Orientation to Graduate Studies at UMGC (2218)

Criteria	Highly Proficient	Proficient	Developing Proficiency	Low/No Proficiency	Criterion Score
<p>Part 1</p> <p>Introduction: Three trends in specific field or industry are identified within the introductory paragraph.</p>	<p>2 points</p> <p>Introduction clearly states the specific field or industry being examined and prepares the reader to learn more about the three identified trends.</p>	<p>1.78 points</p> <p>Introduction generally states the specific field or industry being examined and somewhat prepares the reader to learn more about the three identified trends. Intentions are clear, but phrasing and organization may be awkward.</p>	<p>1.58 points</p> <p>Introduction does not state the specific field or industry being examined and/or does not mention the three trends that the reader will be learning about. The introduction is not organized logically/appropriately. Thesis may be missing, incomplete, or unclear. It may be difficult to follow ideas from the introduction to the remainder of the memo.</p>	<p>0 points</p> <p>Introduction is missing or significantly underdeveloped.</p>	<p>/ 2</p>

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<p>Part 1</p> <p>Discussion of Trends: Discuss each of the three trends (one or two paragraphs per trend).</p>	<p>2 points</p> <p>Uses properly formatted Level 2 headings to identify individual trends. Achieves internal coherence through consistent and skillful use of concise paragraphs with meaningful topic sentences, supported by well-developed body sentences. Paragraph arrangement enables ideas to flow seamlessly.</p>	<p>1.78 points</p> <p>Level 2 headings may be incorrectly formatted. Discussion of each trend is composed of paragraphs that generally promote clear meaning. Most paragraphs have topic sentences and supply sufficient detail. Ambiguities may exist; clarity, coherence, and depth of support could be better.</p>	<p>1.58 points</p> <p>Headings may be absent. Coherence is weakened by paragraphs that lack topic sentences or supporting details. Discussion of each trend may not lead to a clear understanding of the writer's intent.</p>	<p>0 points</p> <p>No discussion of three trends is present or what is present is significantly underdeveloped.</p>	<p>/ 2</p>

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<p>Part 2</p> <p>Introduction: identifies a specific issue and makes a claim about its significance in the selected industry.</p>	<p>3 points</p> <p>Introduction clearly states the specific issue being examined and prepares the reader to learn more about its significance in the selected industry.</p>	<p>2.67 points</p> <p>Introduction generally states the specific issue being examined and somewhat prepares the reader to learn more about its significance in the selected industry. Intentions are clear, but phrasing and organization may be awkward.</p>	<p>2.37 points</p> <p>Introduction does not clearly state the specific issue being examined and/or does not adequately prepare the reader to learn about its significance in the selected industry. The introduction is not organized logically/appropriately. Thesis may be missing, incomplete, or unclear. It may be difficult to follow ideas from the introduction through the remainder of the paper.</p>	<p>0 points</p> <p>Introduction is missing or significantly underdeveloped.</p>	<p>/ 3</p>

Criteria	Highly Proficient	Proficient	Developing Proficiency	Low/No Proficiency	Criterion Score
<p>Part 2</p> <p>Discussion of Issue: describes and justifies proposed solution and explains how it relates to how other companies or experts have addressed the same issue.</p>	<p>3 points</p> <p>Achieves internal coherence through consistent and skillful use of concise paragraphs with meaningful topic sentences, supported by well-developed body sentences. Paragraph arrangement enables ideas to flow seamlessly.</p>	<p>2.67 points</p> <p>Composed of paragraphs that generally promote clear meaning. Most paragraphs have topic sentences and supply sufficient detail. Ambiguities may exist; clarity, coherence, and depth of support could be better.</p>	<p>2.37 points</p> <p>Coherence is weakened by paragraphs that lack topic sentences or supporting details. Discussion is not ordered to lead to a clear understanding of the writer's intent.</p>	<p>0 points</p> <p>No discussion of the issue or what is present is significantly underdeveloped.</p>	<p>/ 3</p>
<p>Support: information from at least five sources supports proposed solution(s) while ensuring that the writer's own voice and ideas control the paper.</p>	<p>3 points</p> <p>Fluent selection and use of credible sources to support ideas/findings. Skillfully integrates others' ideas by correctly paraphrasing, quoting, and citing sources. At least five credible sources are appropriately utilized to support the writer's voice.</p>	<p>2.67 points</p> <p>At least five credible sources are utilized to support the writer's voice, but at times the sources overpower the writer's voice or are integrated inconsistently.</p>	<p>2.37 points</p> <p>Fewer than five credible sources are utilized to support the writer's voice. Integration of others' ideas into the paper is insufficient or poorly achieved; paraphrasing, quoting, and citing of sources may be absent or inadequate.</p>	<p>0.75 points</p> <p>Inadequate support from sources.</p>	<p>/ 3</p>

Criteria	Highly Proficient	Proficient	Developing Proficiency	Low/No Proficiency	Criterion Score
Conclusion: reiterates recommendation and reminds readers of the most important points; no new information is introduced.	3 points Very clear conclusion presented in a logical order; summary of issue and solutions is present and original thoughts related to trends are clearly expressed.	2.67 points Generally clear conclusion presented in a logical order; summary of issue and solutions is present and original thoughts related to trends are present, but phrasing or organization may be awkward.	2.37 points Conclusion is underdeveloped, unclear, or missing key elements (such as a summary of the issue and solutions, or presence of original thoughts).	0 points Conclusion is missing or significantly underdeveloped.	/ 3
APA formatting: citations are in correct APA format and a properly formatted list of at least six references is included.	2 points In-text citations and references list use correct APA format. Six or more references are listed.	1.78 points Minor citation and APA formatting errors are present. At least six references are listed.	1.58 points Demonstrates a lack of attention to citation and APA formatting standards. Fewer than six references may be listed.	0 points No sources were used and/ no evidence of APA formatting.	/ 2

Criteria	Highly Proficient	Proficient	Developing Proficiency	Low/No Proficiency	Criterion Score
Uses sentence structure appropriate to the task, message, and audience; follows conventions of Standard Written English.	2 points Expresses ideas clearly and concisely. Sentence structure is varied to ensure smooth flow and engaging narrative. Free of major sentence-level errors such as awkward syntax, run-on sentences, fragments, and comma splices. Message is highly appropriate for intended audience and follows the conventions of Standard Written English.	1.78 points Generally expresses ideas clearly. Some sentence patterns are overused or awkward; sentence-level errors, if any, are minor. Message is generally appropriate for intended audience and mostly follows the conventions of Standard Written English.	1.58 points Sentence patterns are unvaried, causing chopiness. For the most part, the writing does not express ideas clearly, and there are multiple sentence-level errors. Message is not consistently tailored for appropriate for intended audience and does not always follow the conventions of Standard Written English.	0 points Significant issues with use of Standard Written English are present or assignment was not submitted.	/ 2

Total	/ 20
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## Overall Score

<b>Highly Proficient</b> 18 points minimum	<b>Proficient</b> 16 points minimum	<b>Developing Proficiency</b> 14 points minimum	<b>Low/No Proficiency</b> 0 points minimum
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