Scoring Guide 0 - missing all key data or did not directly answer the questions posed by the assignment. 3 - missing most key data or answered questions with a low level of quality and/or completeness. 5 - missing roughly half of key data or question. 7 - most key data is present or most of the questions were answered, but missing minor points. 10 - missing no data; all questions posed by the assignment are answered with a high level of quality and completeness.		
Scoring Guide 0 - statements are completely unsupported. 3 - some obvious facts are cited; other data is provided without support. 5 - most obvious facts are cited; other data is provided without support. 7 - all facts and information that are not common knowledge are cited, but there are specific problems with citation style and format. 10 - all facts and information that are not common knowledge is properly cited in the proper format (APA).		
Scoring Guide 0 - audience is ignored and needs are not met. 3 - audience needs are acknowledged, but not met. Audience is forced to seek out the relevance of the document. 5 audience needs are explicitly addressed, but not met; some context is provided. 7 audience needs are addressed explicitly or implicitly; context is given initially, but audience is not considered in the majority of the document. 10 - audience needs are addressed directly, given context, and provided with answers to key questions, both explicit and implicit, where appropriate.		
Scoring Guide 0 - no executive summary. 3 - summary provided, but no purpose. 5 - purpose statement and summary are present and well disposed, but no bottom-line is provided. 7 - purpose statement and summary are present and well disposed, however, the bottom line is vague and doesn't convey the entire "story." 10 - purpose statement and summary are present and well disposed; bottom line is specific and distills the main idea of the document.		