

Evaluation of a Proposal

SCC Department of English and Humanities

ABSTRACT (15 POINTS)

- Give the summary or "big picture" for those who will make decisions about your proposal.
- Usually include some kind of "hook" or "grabber" – a point that will interest the audience in reading further.

BODY (50 POINTS)

Proposal for a Change

- Describe the present situation and why it should be changed.
- Describe your proposal and how it will improve the current system.
- Explain the method of implementation of the proposal.
- Describe any required materials, costs, or personnel changes.
- Arrange ideas in a logical order, use appropriate transitions to link ideas, and conclude effectively.

Proposal for a Job Bid

- Clearly describe the work you or your firm will do, including reasons, if needed.
- Itemize materials and labor, state costs, and give a timetable, warranty, and method of payment.
- Arrange ideas in a logical order, use appropriate transitions to link ideas, and conclude effectively.

CONCLUSION (15 POINTS)

- Drive home (emphasize) the main benefit.
- Make clear the next step.
- Use an effective tone.

FORMAT (20 POINTS)

- Letter or memo of transmittal with appropriate addresses, closing, and signature.
- Title page, if you have a separate memo or letter.
- Body of report, including title, abstract, body, and conclusion.
- Appropriate headings, bullets, and numbers, where appropriate.

EFFECTIVE SENTENCES (2 POINTS DEDUCTED PER ERROR)

Sentence Structure: Avoid errors in subordination, coordination, and parallelism. Avoid sentence fragments, comma splices, and fused, incomplete, or awkward sentences.

Grammar and Usage: Avoid inappropriate verb or pronoun use, subject-verb or pronoun-antecedent disagreement, unclear pronoun reference, misplaced or dangling modifier, inappropriate shift in person or tense, redundancy, imprecise language, or incorrect usage.

Spelling and Capitalization: Avoid errors in spelling and capitalization.

Punctuation: Avoid misuse or omission of the apostrophe, brackets, colon, comma, dash, ellipsis, exclamation point, hyphen, parentheses, period, question mark, quotation marks, semi-colon, slash, underlining, or italics.

FINAL GRADE: A=100-93; B=92-85; C=84-77; D=76-70; F=69-0