

	Novice	Basic	Proficient	Exemplary
Address and Signature Line	0 (0%) The email does not include a salutation or an appropriate closing signature.	5 (5%) The email includes only one of the required elements: salutation or appropriate closing signature is missing.	10 (10%) The email includes a salutation that greets the manager by name in a respectful manner. The email includes an appropriate closing with the employee's name and title.	10 (10%) N/A (Proficiency earns a maximum score possible)
Audience-centered purpose and goals	0 (0%) The email does not include a clear purpose of the message or its intentions towards the receiver.	10 (10%) The email indicates the purpose of the message but does not explain why it is necessary and/or does not consider the reader's prior knowledge and needed information.	20 (20%) The email clearly indicates the purpose of the message and meets the needs of the receiver by creating content based on the reader's prior knowledge and needed information.	20 (20%) N/A (Proficiency earns a maximum score possible)
Identification of communication challenges	0 (0%) Communication challenges are not identified.	15 (15%) Communication challenges identified are not clear and/or may not be based on communication concepts discussed in assigned readings.	25.5 (25.5%) At least two communication challenges are identified. Some may not be based on communication concepts discussed in assigned readings.	30 (30%) Three organizational communication challenges are clearly identified. These challenges are based on communication concepts discussed in assigned readings.
Recommendations for overcoming communication challenges	0 (0%) Recommendations for overcoming communication challenges are not identified.	15 (15%) Recommendations for overcoming communication challenges are not clearly proposed and/or may not be based on communication strategies discussed in assigned readings.	25.5 (25.5%) At least two recommendations for overcoming communication challenges are clearly proposed. Some may not be based on communication strategies discussed in assigned readings.	30 (30%) Three recommendations for overcoming communication challenges are clearly proposed. These recommendations are based on communication strategies discussed in assigned readings.
Professional language	0 (0%) The email is unprofessional and there are numerous (more than 5) errors in spelling, grammar, mechanics, or punctuation	5 (5%) The email uses professional language but there are 2-5 errors in spelling, grammar, mechanics, or punctuation	8.5 (8.5%) The email uses professional language. There are 1-2 errors in spelling, grammar, mechanics, or punctuation	10 (10%) The email uses professional language. There are no errors in spelling, grammar, mechanics, or punctuation