Assessment of Formal E-mail Messages

Use the following rubric to set personal goals to improve your writing of formal e-mail messages. Remember that you can also apply criteria listed in the generic rubric in Chapter 1.

Formal E-mail Message Rubric

	I'm not there yet	I'm getting there	I'm there now
Content	• My message lacks a focus on a single topic. • My subject line is incomplete in identifying the topic. • The reader is not sure about my purpose. • I do not mention action on the part of the recipient.	• Most of my message deals with the topic of the e-mail. • Mu subject line identifies the topic but could be more specific. • I express my purpose but could be clearer. • I could more clearly indicate action that I am requesting.	• I clearly focus on a single topic. • My subject line clearly and completely identifies the topic. • I clearly express my purpose. • I clearly indicate action that I am requesting.
Organization	• My message does not follow an accepted formal e-mail format. • My message has no clear flow from purpose to information to action.	• My message follows most features of an accepted formal e-mail format. • My message's organization could more clearly show sections related to purpose, information, and action.	• My message follows an accepted formal e-mail format. • My message begins by making the purpose clear, continues with necessary information, and concludes with requested action.
Vocabulary	• My choice of words is inappropriate for my recipient and for the seriousness of the topic.	• My choice of words is appropriate for my recipient and for the seriousness of the topic but I could be more precise.	• My choice of words is consistently appropriate for my recipient and for the seriousness of the topic.
Conventions	• My errors in spelling, punctuation, and usage distract my reader and interfere with the clear expression of my message.	• My one or two errors in spelling, punctuation, and usage are not serious enough to distract my reader.	• I consistently use standard spelling, punctuation, and usage in my message.