

# WRITING RUBRIC

	Yes
<b>Grammar</b>	
All work is original work of the author, not plagiarized	
Typeface is Times New Roman or Courier and in 12 point type	
Paper is double spaced	
Margins are one inch on all sides	
The first line of every paragraph is indented ½ inch or 5 spaces	
Run spell check and proofread	
Proper forms of homonyms are used (to, too, two or there, their)	
No contractions have been used	
Grammar is correct (Grammar check was run or editor checked ).	
Sentences are clear and concise, not run on.	
Pronoun references are clear.	
Parallelism in lists has been checked (all items in a list are presented in the same manner).	
Verb correspondence checked	
Capitalization is used correctly (first word of a sentence, major words in titles, proper nouns and trade names).	
<b>APA Compliance</b>	
The title page includes all required information, including title, student's name, student's number, faculty name, course, and date.	
The <i>Abstract</i> complies with the requirements of the specific journal or instructor	
The first time that abbreviations or acronyms are used, the full word or phrase is written followed by the acronym or abbreviation in parenthesis such as: Unites States of America (U. S.) or Masters of Business Administration (M.B.A.)	
Slang and/or jargon are avoided except for specialized terminology or specialized effect and then they are fully explained as in "The technician defragged the computer, meaning that the hard drive was cleaned up and the files compressed to eliminate wasted segments of the memory capacity."	
All terms that are not generally understood, or terms that are being used in a specific manner must have operational definitions. Such a definition might be a teen is a person born between 1985 and 1993.	
Hyperbole, editorializing and unsubstantiated statements are not used	
Time references (today, currently) are avoided. Assume the paper will be read for 100 years and use time indicators such as 2003, early 21 <sup>st</sup> Century	
The paper is written in the third person (Do not use I, me, us, we, you).	
Numbers one through ten are written out and numbers 11 and up are written in figures. Exceptions: Numbers with decimals are written in figure form, and numbers beginning a sentence are written out. (Five students scored 4.3 on the test)	

Within the text, short quotations are set off with double quotation marks. Quotations of 40 or more words begin on a new line and are indented ½ inch on both sides. Citations for all quotation must include the page number in the original source on which the quotation appears.	
No section has only one subhead, all have either no subheads or at least two	
All paragraphs contain no fewer than three sentences	
Columns in tables and figures are aligned so that all decimals are in a straight line.	
Tables, figures and graphs are centered on the page right to left.	
The pagination of preliminary pages including the dedication, acknowledgements, table of contents is in lowercase roman numerals (I, ii, iii), all other pages including the Appendixes are paginated sequentially in Arabic numbers (1, 2, 3)	
The <i>Table of Contents</i> contains all headings, subheadings, the names of tables, graphs and figures correctly	
All material that is not the author's original thoughts is properly cited in the text and the source is listed in the <i>References</i> as shown in the attached APA example sheet	
If more than one citation is used in the same parenthesis, they are listed in alphabetical order by the first author, or if they are by the same author(s) the citations are in date order starting with the earliest date) as shown in the attached APA example sheet	
All entries in the <i>References</i> section are in APA format.	
All entries in the <i>References</i> must be cited at least once in the text	
Tables, graphs and figures are identified and cited. The source is listed in the <i>References</i> .	
<i>Appendixes</i> are identified and cited.	
All <i>Appendixes</i> are referred to directly in the text.	
Included in the <i>Appendixes</i> is any survey, letter or consent or other material that the reader would be expected to need to understand the text of the paper and the research methodology.	
<b>Research Value</b>	
Unless the source is of historical value, references are reasonably current.	
Web based and Internet sources (not databases online) are a limited part of the reference section	
Use multiple sources to support assertions	

## APA Example Sheet

### Citations in text:

By 2000, 70% of colleges and universities in the US offered at least some online content, 40% offered online degrees. As the traditional brick and mortar institutions have moved toward a composite of educational delivery formats (brick-and-click) and totally virtual institutions have developed, attention has been placed on the three stakeholders that will be most impacted by the changes resultant to the evolution to online education. The most threatened stakeholder in education is the faculty, because their role as “lecturers” and “teachers” will move toward that of “facilitator” and “coach” in the online format (Ansoff, & McDonnell, 1990; McAllister & Matthews, 2001; Howell, 2001). (Bush & Blake, 2001, p.1).

“Further, faculty were concerned about their ability to be effective in using the technology associated with online education, and the demand for 24 hour, 7 day a week accessibility (McAllister & Matthews, 2001; Russo, 2001; Smith, Ferguson & Caris, 2001; White, 2000).” (Bush & Blake, 2001, p.1).

Garfield High School in a mainly minority and economically under privileged neighborhood to San Marcos Middle School in suburban San Diego County to Scripps Ranch High School in an affluent, upper middle class community, business education classes offer courses as diverse as Culinary Arts Management, Event Planning and Business Computer Applications (Bush, 2002, p.1).

There is substantial literature regarding the migration of teaching of marketing courses from a teaching or lecture focus to one of learning. Traditional instructional formats of students as passive recipients of knowledge were giving way to a view of students as active participants in instructor designed learning environments that encourage students to apply learning in real life situations (Bush, 2003).

### References

Bush, N.L. (2001). “Business education.” Paper presented at the meeting of the California Educational Research Association, Santa Barbara, CA.

Bush, N. L. (2003). “Adapting marketing classes to the military learner.” Paper presented at the meeting of the American Association of Business and Behavioral Science, Las Vegas, NV.

Bush, N.L. & Blake, S.B. (2001). “Online learning.” Paper presented at the meeting of the California Educational Research Association, Lake Tahoe, CA.