**Unit Memo 1 Rubric – Quantifying the World**

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| **Expected Level** | **Impressive Level** | **Area** |
| Provides for the collection of data* Observational data
* Survey data

Provides the required spread sheets * Saved in MS Word file
* Contain at least 15 observations per spreadsheet
* Identifier/Variables are properly labeled and coded where appropriate
* Provides spreadsheet for observational data
* Provides spreadsheet for survey data
 | * Each cell contains only one entry
* Each row in a survey MS EXCEL spreadsheet contains one person’s responses
* Each row in an observation MS EXCEL spreadsheet contains the results of a single observer’s observations of an event at a specified time and place
* Sample data are provided that are consistent with the variables’ codes and units
* The type of variable is clearly indicated (numerical continuous, numerical discrete, categorical nominal, categorical ordinal)
* Provides an appropriate balance between numerical and categorical variables
 | **Mechanics and Techniques**□ Unacceptable□ Un/Exp□ Expected□ Exp/Imp□ Impressive |
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| * Identifies the perceived problem(s) clearly
* Includes possible reasons for the perceived problem(s)
* Submits a plan
* Submits a timeline
* The relationship between the data collection forms and spreadsheets make sense
* The wording and choices in the data collection forms are clear and unambiguous
* The data collected is specific enough to identify the problem situation
* The data collected is relevant enough to identify the problem situation
* Makes some attempt to identify possible difficulties, problems, or expenses in the data collection process
 | * Explains the link between the perceived problem and the collection of relevant data that address the problem
* Explains the link between the possible causes for the perceived problem and the collection of the relevant data that address these causes
* Identifies potential consequences of the perceived problem(s)
* The proposed plan and timeline are adequate to carry out the project
* The proposed plan and timeline are comprehensive and address the stated reasons for the perceived problem

Includes in sufficient detail for both **observational** and **survey** data the 5 W’s+H:* What data will be collected?
* Why you are collecting this particular data?
* When the data will be collected?
* Where will the data be collected?
* Who will collect the data?
* How the data will be collected?
 | **Application and Reasoning**□ Unacceptable□ Un/Exp□ Expected□ Exp/Imp□ Impressive |
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| * Assignment submitted correctly and on time
* The writing is competent (grammar, spelling, and sentence structure are basically correct)
* The presentation of your proposal is adequate and complete (must address everything the Marketing Director’s memo requires).
* Proposal is directed to the Marketing Director, not to the warehouse manager for StateEx
 | * Understands the communicative situation; for example, understands that this memo is part of the proposal process, not a report of the results of a completed study
* The presentation of the proposal looks professional
* The writing is organized and focused so that it can be quickly read by your supervisor or the marketing team.
* Memo incorporates sufficient analytic detail to reflect professional quality writing
 | **Communication and Professionalism**□ Unacceptable□ Un/Exp□ Expected□ Exp/Imp□ Impressive |
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Comments: