Fall 2015 *Your Words Matter* Writing Prize

Every organization – from government to non-profits to for-profits – needs employees who can communicate their analyses and findings clearly to a variety of audiences. The University of Akron (UA) College of Business Administration (CBA) *Your Words Matter* **Writing Prize** rewards students for well-written work completed in the current semester.

2015 Competition Guidelines

Please submit any excellent writing of more than one page that has been completed for an assignment this semester for our Fall Writing Contest. Once all materials are collected, a panel of judges will assess the entries and award the students. Students will receive monetary prizes by grade level. Once we have all the materials and the panel has weighed in, we'll recognize the winners.

The steps to submit the work include:

1. Email the submission to businesswriter@uakron.edu
2. Include the assignment
3. If your sample is only in hard copy, please send via interoffice mail using mailstop number 4805 to Betsy DuWaldt. Please indicate that it is a submission for our Fall Writing Contest.
4. Deadline: Please submit the documents by November 30.

Eligibility

The contest is open to undergraduate and graduate students who are current business majors or who intend to graduate with a business major, or who are currently in a graduate busness program.

Prizes

Freshman	**Senior**
1st: $500	1st: $500
2nd: $200	2nd: $200
Sophomore	**Graduate**
1st: $500	1st: $500
2nd: $200	2nd: $200
Junior	
1st: $500	
2nd : $200	

Deadlines

All electronically submitted essays must be received no later than 11:59 pm U.S. Eastern Standard Time on Nov. 30, 2015. We will not accept late entries.

Criteria

Judges will assess the work for overall quality of writing (please see the attached rubric).

Questions

Contact businesswriter@uakron.edu

Prizes available for all class levels

Email work and associated assignment by 11/30/15

Keys: Coherence, critical thinking, excellect research, correct citation style

The University of Akron
College of Business Administration

Business Writing Rubric – University of Akron College of Business 9/23/2013

	Very Effective (4)	Good (3)	Adequate (2)	Inadequate (1)
1. Content, Development, and Audience Document establishes and maintains a main idea or thesis that demonstrates an understanding of purpose, subject matter, and audience. Uses appropriate business terms and concepts that demonstrates knowledge of subject matter. Completes all parts of the task.	Insightful main idea or thesis; shows a thorough understanding of the purpose and clearly adapts content to the audience. Develops ideas fully and memorably, using appropriate business concepts and terms. Completes all parts of the task.	Clear main idea or thesis, and demonstrates a clear understanding of the purpose; adapts the content to the audience. Develops ideas clearly, using business concepts and terms. Completes all parts of the task.	Offers a main idea or thesis and demonstrates a basic understanding of the purpose; usually adapts the message to the audience. Develops ideas somewhat, using some business concepts and terms. Completes many parts of the task.	Fails to establish a main idea or thesis and demonstrates little understanding of purpose. Fails to develop ideas, using few or no business concepts or terms. Does not adapt material to audience Completes few parts of the task.
2. Organization Document demonstrates a unified structure by grouping (through paragraphs) and logically ordering information. Uses connections and transitional devices between sentences and paragraphs.	Demonstrates a clearly unified structure; effectively grouping and logically ordering information. Insightful connections and transitions throughout.	Demonstrates a mostly unified structure and consistently groups and logically orders information. Offers many logical connections and transitional devices.	Demonstrates a generally unified structure although has inconsistent paragraphing and sometimes illogical ordering. Inconsistently offers logical connections, and/or transitional devices.	Little evidence of structure or logical ordering of document information. Lacks logical connections or transitional devices.
3. Tone, Word Choice, and Mechanics Uses effective sentence structure, sentence variety, and word choice that demonstrate awareness of audience and purpose. Demonstrates a professional tone. Follows mechanical conventions: correct grammar, punctuation, and spelling.	Shows precise, professional word choice and well-structured and varied sentences that demonstrate a clear understanding of the audience. Demonstrates a professional tone. Very few or no errors in grammar, punctuation, and spelling.	Uses professional language and word choice; well-structured and varied sentences, with good understanding of the audience. Demonstrates a generally professional tone. Few errors in grammar, punctuation, and spelling.	Generally correct sentence structure with some variety but less appropriate word choice. Some understanding of audience and purpose. Not a generally professional tone Some errors in grammar, mechanics, punctuation, spelling.	Unclear and incoherent language or word choice that shows little awareness of audience; includes errors in sentence structure Lacks a professional tone Grammatical, spelling, and other errors so severe, they significantly interfere with the overall content.
4. Sources/Documentation * Uses sources that support, extend, and inform – but do not substitute for writer's own idea development. Uses appropriate, credible source materials that comply with assignment requirements. Uses correct citation style.	Uses sources to support, extend and inform, but not as a substitute for writer's own idea development. Combines a variety of source materials appropriate for the assignment. Uses correct citation style in every aspect of the document.	Uses sources appropriately, but not as a substitute for writer's own idea development. Combines a variety of materials that are generally appropriate. Thoroughly uses correct citation style.	Uses sources to inform, but also sometimes substitute for writer's own idea development. Uses one type of source materials. Does not always conform to required citation style.	Neglects important sources. Overuse of quotations or paraphrasing that substitute for writer's own ideas. Does not use citation style and does not give source acknowledgement, which will result in a charge of plagiarism.

*Please note that some assignments may not require outside sources to be listed

Adapted from Association of American Colleges and Universities **Written Communication Value Rubric,** retrieved from
http://www.cte.ku.edu/resources/department_analysis/graduate/resources/aacu_rubrics.pdf