

Rubric for Undergraduate Public Competition

	1-Poor	2-Fair	3-Good	4-Very Good	5-Excellent
Public Appropriateness	Op-ed is not appropriate for a public audience, and language isolate non-experts.	Op-ed creates limited relevance to a public audience, and language may be too technical or unclear for public understanding.	Op-ed is relevant to a specific audience but may lack broad appeal. Language is generally appropriate, with room for improvement in engaging non-experts.	Op-ed is relevant to a broad audience, with generally appropriate language. Consideration of diverse perspectives is evident.	Op-ed makes the topic seem relevant and engaging to a public audience. It makes a public audience feel welcomed into the conversation.
Timeliness	Op-ed seems irrelevant or boring to contemporary concerns and readers.	Op-ed is not particularly timely, and its connection to current issues or sentiments is unclear.	Op-ed is somewhat timely, touching on relevant issues but lacking a clear connection to its argument's place in the conversation.	Op-ed is timely and relevant to contemporary issues, showcasing an awareness of engineering in the public imagination.	Op-ed makes readers feel that its topic is relevant in a way that provides a sense of urgency or energy to the discourse.
Clarity	Op-ed is confusing and lacks a clear structure, making it difficult to follow.	Op-ed is somewhat unclear, with noticeable gaps in organization and coherence.	Op-ed is generally clear but may lack some organization or coherence in fully presenting ideas.	Op-ed is clear and well-structured, with minor room for improvement in transitions or coherence.	Op-ed makes its argument feel intuitive and clear. It creates a sense of comprehensiveness.
Correctness	Op-ed is riddled with factual errors, significant style issues, it demonstrates a poor understanding of engineering concepts.	Op-ed contains noticeable errors in facts, style, or shows a limited understanding of engineering concepts.	Op-ed is generally correct, with some inconsistencies in style and demonstrates a moderate understanding of engineering concepts.	Op-ed is accurate, follows the GT Editorial Style Guide, and demonstrates an accurate understanding of engineering concepts.	Op-ed impresses with its accuracy and ease of communicating an understanding of engineering concepts.
Persuasiveness	Op-ed lacks persuasive elements, with weak or no arguments, insufficient evidence.	Op-ed is less persuasive, with weak arguments, limited evidence.	Op-ed is moderately persuasive, with convincing elements, but lacks consistency or depth in some areas.	Op-ed is persuasive, with strong arguments and evidence, though.	Op-ed makes its argumentative points seem apparent.