**Who’s Minding the Store‐Regulating the Securities Industry?**

**Letter to the President Assignment #3**

Student Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| CATEGORY  | **20**  | **15**  | **8**  | **1**  |
| **Ideas**  | Ideas were expressed in a clear and organized fashion. It was easy to figure out what the letter was about.  | Ideas were expressed in a clear manner but the organization could have been better.  | Ideas were somewhat organized but were not very clear. It took more than one reading to figure out what the letter was about.  | The letter seemed to be a collection of unrelated sentences. It was very difficult to figure out what the letter was about.  |
| **Content Accuracy**  | The letter contains at least 4 accurate facts about the topic.  | The letter contains 3 accurate facts about the topic.  | The letter contains 1‐2 accurate facts about the topic.  | The letter contains no accurate facts about the topic.  |
| **Sentences & Paragraphs**  | Sentences and paragraphs are complete, well‐constructed, and varied.  | All sentences are complete and well‐constructed (no fragments, no run‐ons). Paragraphing is generally done well.  | Most sentences are complete and well‐constructed. Paragraphing needs some work.  | Many sentence fragments or run‐on sentences OR paragraphing need lots of work.  |
| **Capitalization and Punctuation**  | Writer makes no errors in capitalization and punctuation.  | Writer makes 1‐2 errors in capitalization and punctuation.  | Writer makes 3‐4 errors in capitalization and punctuation.  | Writer makes more than 4 errors in capitalization and punctuation.  |
| **Format**  | The letter complies with all requirements.  | The letter complies with almost all requirements.  | The letter complies with several of the requirements.  | The letter complies with less than 75% of the requirements.  |

**Maximum Points Possible: 100**

**Student Points:**