

**Direct Memo Structure for Good or Routine News
YTC CRITICAL THINKING RUBRIC**

	Advanced - 4	Competent - 3	Developing - 2	Elementary - 1	Score —
Identify	Identifies structure of memo and concept in the memo. Clearly identifies purpose and specific audience.	Identifies structure of memo and concept in the memo. Clearly identifies purpose and audience.	Identifies structure of memo but has a hazy concept of the main idea in prompt. Identifies general audience and purpose.	Fails to identify memo form and main idea in prompt. Fails to identify purpose and audience.	
Gather	Reads carefully to identify possible details and supporting information. Able to delineate details necessary for the audience.	Identifies some of the supporting evidence. Able to list details possibly necessary for audience.	Presents the main idea adequately. Gathers some details to fill in body of memo.	Finds few clues or details to assemble for body of memo.	
Examine	Analyzes details and supporting information to determine pertinence to audience and connection to main idea.	Analyzes details and determines which details strongly connect with main purpose. Analyzes audience's needs.	Analyzes details and determines some details important to audience. Sees some connection to main idea and purpose.	Unable to recognize importance and order of details.	
Formulate	Formulates memo heading and subject line. Employs direct order by beginning with main idea, includes necessary details and affirmative closing.	Formulates memo heading and subject line. Employs direct order by beginning with main idea but weakens in the details and the closing.	Formulates memo heading and weak subject line. Demonstrates general concept of direct order in content of the body of the memo but needs more specific details.	Fails to write a coherent rough draft of memo. Unable to follow direct order for good news memos.	
Apply	Submits memo in appropriate form, recognizing the purpose of delivering good news quickly and thus the pleasurable reaction of the audience.	Submits memo in appropriate memo form, beginning using general direct order format.	Submits memo with appropriate heading and some concept of direct order, perhaps weak in the body and closing.	Either does not submit memo or submits work that does not follow direct order memo form.	
Evaluate	Judges memo objectively, using three-part guidelines. Reflects on effectiveness in delivering good news to a specific audience. Edits for clarity.	Judges memo objectively, using three-part guidelines. Reflects on effectiveness in delivering good news to a specific audience. Edits to improve.	Assesses essay superficially using check list for good news memo structure and /or rubric. May make slight changes in memo.	Does not assess memo in relation to rubric. Fails to make correlation with good news memo structure.	

Memo Structure for Good News Direct Pattern

1. Use memo form as illustrated in the textbook.

DATE:

TO:

FROM:

SUBJECT:

2. Locate the main idea or purpose of the memo.

3. Determine the audience and gauge audience reaction to memo.

4. Choose direct order if you are delivering good or routine news.

5. If you are delivering such news, follow direct pattern.

- **Main idea**
- **Specific details and reasons**
- **Friendly close, perhaps indicating action**

Prompt: You have been asked to take charge of the yearly raffle at the XYZ company where you have been working. The raffle raises money for the children in a local homeless shelter, Shepherd's Fold. This year you raffled off a grill and raised over 500 dollars. James McKinnon won the grill, so you are sending him a memo to give him the news. Write this memo. Add any details that you think would be pertinent to the memo, such as how to pick up the prize.