Revision Checklist: 310 Recommendation Report Use this checklist to revise and proofread. Note: for help with Word formatting, see directions on my website.

DELIVERABLES

- one electronic copy of the report emailed to the primary reader with a cc to me
- paper printouts for me of the
  - the memo of transmittal paperclipped to the front of the report
  - the report—stapled (not including memo)
- the outline from your first conference, with my comments on it clipped to the back
- the draft from your second conference, with my comments on it clipped to the back

DOCUMENT DESIGN AND FORMATTING

Overall Document

- no text smaller than 12 pt. (even on visuals)
- Cambria, or Times New Roman font
- bold, clear, specific, grammatically and visually parallel headings and subheadings
- headings clearly visually connected to text (more space before than after, no floaters)
- no single subheadings or single bullets
- no underlining
- text under all headings
- 7-page limit (get permission if you need more)
- single spaced, with double spacing between paragraphs
- tables for data, especially budget and schedule
- appropriate visuals to illustrate the topic
- visuals to include: figure #, title, and text intro—ex: see Figure 1, p. 6—plus a caption and source citation at the bottom of the visual
- bullets for lists—not hyphens
- page numbers
- no folder or binding except for a staple
- headers and/or footers indicating specific page contents

Transmittal Email (to your primary reader):

- appropriate subject line
- salutation
- message limited to one laptop-sized screen
- single spaced, with double spacing between paragraphs
- signature including all group members’ names and return email addresses

Memo of Transmittal

- correct standard memo format, paperclipped to the front of my copy of the report
- team logo at the top
- names of all group members included in heading

Top of First Page

title of report (key words + organizational markers) (note: this assignment is not a proposal)

CONTENT

Overall Document

- attention to the readers’ needs
- appropriate, logical organization
- clear, concise, detailed discussion
- key words in all headings
- APA style in-text citations for all researched information (author, date)
- sections understandable without reference to headings
- not referred to or phrased as a proposal (it’s a recommendation)
- ad language strictly avoided
- tone consistent throughout
- accurate facts and figures
- primary reader not referenced in third person
- clear reasons, backed by research, for all decisions
- credentials of sources clearly stated so we know why you found them credible and valuable
- proof for all assertions
- analysis—not regurgitation—of all data (especially surveys)
- no more than one direct quote used
- positive phrasing

Transmittal Email (introduces the report to the primary reader)

- good you-attitude
- 3 message parts included, explicit as needed
• brief overview of the report contents

Transmittal Memo (briefly introduces the report and the reader to me)
• same info as email but tailored for me
• primary reader’s name, job title included

Introduction and Body (organize the elements below to fit the topic)
• purpose of report
• name of the company (but remember you are writing to them)
• description of the situation/need
• background: definitions, causes, history only as needed
• research methods (quick discussion of how you collected the data, what kinds of sources you used)
• interviews used to develop the discussion (not a special section)
• any survey data recorded in table or chart
• visuals integrated into the text (see formatting section)
• plan for solving the problem or implementing the suggestion
• reasons/proof given for all assertions, backed by research
• analysis of data (not simply listing)
• suggested schedule in table or chart form—time frames suggested rather than specific dates
• suggested budget in table form—costs and off setting funds (often separate tables)
• concrete, detailed examples/support

Conclusion/Recommendation
• brief summary of findings
• cost/benefit analysis
• conclusion logically based on evidence
• recommendation/explicit action for reader(s)

Source List (first appendix if doc has no glossary)
• APA format (MLA for interviews)
• minimum 8 sources (remember the A-paper has both published and empirical sources)

STYLE AND MECHANICS

Mechanics
• correct spelling, grammar, punctuation
• correct usage, avoidance of clichés
• quotation, if used (one only), correctly punctuated and introduced
• colons correctly used to introduce lists
• you used only to refer directly to reader
• series comma included in horizontal lists
• $, lbs., TM, ©, and so on used as needed
• numbers written out at the start of sentences and only if you think your reader won’t be scanning for them
• topic sentences under every heading

Style
• be-forms avoided as much as possible
• extra words avoided
• reasonable sentence length without too much embedding
• all style advice in the text and lecture followed