MEMO EVALUATION FORM

1. **Heading** [X]—contains the word/s MEMO or INTEROFFICE CORRESPONDENCE centered or aligned at left (see p. A18)

2. **Guide Words** [FORMAT]—TO:, FROM:, DATE:, SUBJ: are in bold starting 2 inches from the top edge of paper. A blank line is placed between guide words. Text following guide words is aligned vertically.

3. **Inside Address, Salutation, and Complimentary Close** [FORMAT]. Do not use an Inside Address, a Salutation, or a Complimentary Close for a memo. (see p. A19)

4. **Body of Memo** [FORMAT]--two blank lines separate guide words from body of memo, no indented paragraphs, full block (all text aligned at left margin, one blank line between paragraphs. (see p. A7)

5. **Organization Plan** [ORG]--Direct Request, Good News, Goodwill—main idea explanation, specific request or positive close; Bad News—buffer, explanation, bad news, resale or positive close; Persuasive—Attention, Interest, Desire, Action.

6. **Sentence Effectiveness** [SS]--uses clear, concise, effective sentences. Uses active voice unless passive voice is needed to avoid focusing on a person's weaknesses or errors.

7. **Sentence Structure** [SS]--avoids fragments, comma splices, run-on sentences, and excessive use of prepositional phrases.

8. **Coherence** [COH]--uses effective coherence devices within and between paragraphs. Paragraphs are introduced with a topic sentence and are connected with appropriate related content and transitional words. One idea per sentence or paragraph. (see pp. 128-130)

9. **Unity** [PARA]--all paragraphs are connected together effectively and communicate as one unified document.

10. **You Attitude** [UA]--avoids starting paragraph with "we," "I," or company name. Main idea of sentence is used as the subject. Emphasizes reader by using "you" when appropriate. (see p. 92)

11. **Overall Tone** [TONE]--positive, generates goodwill; if negative ideas are used, no more than one negative word is used in the memo. (see p. 93)

12. **Word Choice** [WC or UAW]--uses words correctly and effectively. Avoids awkward constructions—expletives (sentences starting with "There" or "It"), trite phrases, overly obvious on condescending statements which may offend the reader. (see pp. 123-126)

13. **Spelling** [SP]--uses correct spelling

14. **Mechanical Problems** [X of MECH]--avoids inappropriate abbreviations, Capitalization [CAPS], typographical errors [TYPO], paper wrinkles [X], bubble-jet printer ink smears [X], pen or pencil corrections [X].

15. **Grammar**--uses correct grammar—subject/verb agreement [S/V], number, parts of speech, shifts in tense [TENSE], etc.

16. **Punctuation** [P]--semicolons or commas with coordinate conjunctions are used to separate independent clauses. Commas follow introductory dependent clauses and verbal phrases. Uses commas appropriately with nonrestrictive phrases. Quotes are always used outside commas and periods. Other miscellaneous punctuation is used correctly—dashes, hyphens, ellipses, exclamation points, etc.