

The Hugh Van Seaton Memorial Scholarship
from Financial Executives International (FEI)
Northern Florida Chapter

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The essay has a thesis—a single, central point that is interesting, original, striking and substantial.	
The essay is organized and well structured (there is a beginning, a body, and a conclusion).	
Paragraphs are organized, unified and coherent.	
The essay is written in a style and tone appropriate to the audience, topic and purpose. Words are appropriate and well chosen. Writer avoids jargon and sexist language. Writer seems to be speaking in an authentic voice. Paper is enjoyable and interesting.	
Subtract points for errors in grammar (comma splices, fragments, fused sentences, agreement, etc.), spelling, and mechanics (margins, format, etc.).	