

Rubric: Business Bio

| Criteria | Professional | Experienced | Developing | Novice |
|--|--|---|---|--|
| Content The information collected during the search 70 points | <input type="checkbox"/> The information gathered sufficiently covered the issue/topic being researched. | <input type="checkbox"/> Overall, the information gathered adequately covered the issue/topic being researched. | <input type="checkbox"/> The information gathered was fairly inadequate and left some large gaps in the issue/topic being researched. | <input type="checkbox"/> The information gathered was completely inadequate. |
| | <input type="checkbox"/> The information came from pertinent, legitimate sources. | <input type="checkbox"/> Most of the information came from pertinent, legitimate sources. | <input type="checkbox"/> Much of the information came from unreliable or questionable sources. | <input type="checkbox"/> The information was of poor, unreliable quality. |
| | <input type="checkbox"/> The information contained data that could be easily and positively validated. | <input type="checkbox"/> Most of the information contained data that could be validated. | <input type="checkbox"/> Some of the information could not be easily validated. | <input type="checkbox"/> Most of the information could not be validated. |
| | <input type="checkbox"/> The information collected was the most current available. | <input type="checkbox"/> The information collected was, overall, current. | <input type="checkbox"/> Much of the information was outdated. | <input type="checkbox"/> The information was so outdated it was no longer relevant. |
| | <input type="checkbox"/> Product was grammatically correct, error free, and easy to understand. | <input type="checkbox"/> Spelling or grammatical errors did not limit understanding of product. | <input type="checkbox"/> Spelling and grammatical errors were distracting. | <input type="checkbox"/> Product contained so many spelling and grammar errors that its message was unclear. |
| | <input type="checkbox"/> Ideas were expressed clearly in language that was easy to understand. | <input type="checkbox"/> Ideas were expressed clearly with only a few words difficult to understand. | <input type="checkbox"/> Both ideas and words required much effort to understand. | <input type="checkbox"/> Ideas were vague and elusive, and language was difficult to understand. |

Rubric: Business Bio (cont'd)

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|--|--|---|--|---|
| Organization The way in which the information is put together 30 points | <input type="checkbox"/> The information was easy to follow and sequenced logically. | <input type="checkbox"/> The information was generally easy to follow and sequenced logically. | <input type="checkbox"/> The information was difficult to follow and/or not well sequenced. | <input type="checkbox"/> The information was difficult to follow and in random order. |
| | <input type="checkbox"/> Information relating specifically to the topic was always clearly identified. | <input type="checkbox"/> Information relating to the topic was usually identified. | <input type="checkbox"/> Information relating to the topic was not clearly identified. | <input type="checkbox"/> Information relating to the topic was not identified at all. |
| | <input type="checkbox"/> Main points were clearly summarized. | <input type="checkbox"/> Main points were usually, but not always, clearly summarized. | <input type="checkbox"/> Summary of main points was vague. | <input type="checkbox"/> Main points were not summarized. |
| | <input type="checkbox"/> Supporting documentation was complete and clearly labeled. | <input type="checkbox"/> Supporting documentation was clearly labeled, but some items were missing. | <input type="checkbox"/> Some supporting documentation was missing, and some was inaccurately labeled. | <input type="checkbox"/> Supporting documentation was not provided. |