



## M5 Evaluated Formative Report Rubric

### Purpose:

This sample rubric was developed by [Coastline College](#), a member of the California CBE Collaborative to demonstrate how an assessor might evaluate student work in a consistent way.

### Personal Brand Strategy Written assignment [BI: c, SLO 2]

To complete this module, you must pass the module quiz and written assignments with a score of 90% or better. To achieve 90% on this assignment, a score of 22 points or higher is required. There is a possibility of 24 points.

Criteria	Highly Developed 3 Points	Developed 2 Points	Not Yet Developed 1 Point	Not Submitted 0 Pts	Pts	Remediation
<b>Introduction and Thesis</b>	Clear description of personal brand strategy and strong thesis	Clear description with a somewhat weaker thesis	Description and/or thesis unclear	Not submitted	3	Module 5, Topics 1-2; Contact the <a href="#">Coastline Writing Center</a>
<b>Recognizing employer Needs</b>	Demonstrates a deep understanding with detailed explanations and examples	Demonstrates a good understanding with adequate explanations and examples	Demonstrates a vague understanding with few and/or weak examples	Not submitted	3	Module 5, Topics 1-2

Criteria	Highly Developed 3 Points	Developed 2 Points	Not Yet Developed 1 Point	Not Submitted 0 Pts	Pts	Remediation
<b>Highlighting Communication Style</b>	Clearly explains how communication style integrates with brand strategy with examples	Explains how communication style integrates with brand strategy with some examples	Vaguely discusses how communication style integrates with brand strategy with weak and/or irrelevant examples	Not submitted	3	Module 5, Topics 1-2
<b>Support Brand Approach</b>	Thorough analysis of how communication style supports brand approach with strong examples	Adequate analysis with relevant examples	Vaguely discusses of how communication style supports brand approach with weak examples	Not submitted	3	Module 5, Topics 1-2
<b>Incorporation of COPE and Conflict Resolution Results</b>	Strong integration COPE and conflict resolution results with clear, relevant examples	Good integration with some relevant examples	Vaguely discusses COPE and conflict resolution results with weak and/or irrelevant examples	Not submitted	3	Module 5, Topics 1-2
<b>Examples and Illustrations</b>	Highly relevant and illustrative examples provided throughout the report	Relevant but somewhat less illustrative examples provided	Irrelevant and/or weak examples	Not submitted	3	Module 5, Topics 1-2
<b>Conclusion</b>	Clear summary of key points and strong closing statement	Adequate summary of key points and closing statement	Vague summary and weak closing statement	Not submitted	3	<a href="#">Coastline Writing Center</a>
<b>Writing Quality</b>	Coherent, logical flow, and free of grammatical errors	Mostly coherent with minor flow issues and few errors	Somewhat disjointed with noticeable flow issues and errors	Not submitted	3	<a href="#">Coastline Writing Center</a>