

Virtual Workplace Experience II

Portfolio Projects Resources – 03-11b Employer Profile Project Rubric



Name _____ Date _____ Period _____

Profile	4 – Excellent	3 – Good	2 – Fair	1 – NI
Capitalization & Punctuation (Conventions)	Writer makes no errors in capitalization or punctuation, so the paper is exceptionally easy to read.	Writer makes 1 or 2 errors in capitalization or punctuation, but the paper is still easy to read.	Writer makes a few errors in capitalization and/or punctuation that catch the reader's attention and interrupt the flow.	Writer makes several errors in capitalization and/or punctuation that catch the reader's attention and greatly interrupt the flow.
Grammar & Spelling (Conventions)	Writer makes no errors in grammar or spelling that distract the reader from the content.	Writer makes 1-2 errors in grammar or spelling that distract the reader from the content.	Writer makes 3-4 errors in grammar or spelling that distract the reader from the content.	Writer makes more than 4 errors in grammar or spelling that distract the reader from the content.
Design/Readability	Color usage and design allowed for easy reading; all subjects clearly identified.	Design allowed for easy reading, but some items did not flow well, making it somewhat hard to follow.	Sporadic placement of items; color usage making it difficult to read; unable to follow profile.	Student showed little or no effort in placement or design of information.
Content (includes: Company name and contact information, Corporate mission statement, An overview of the company's products and/or services; A brief history of the company; Important milestones and achievements in the company's recent history; Company culture; Industry information, Safety, health, and environmental policies; Core team details)	The profile includes all required elements as well as additional information.	All required elements are included on the profile.	All but 1 of the required elements are included on the profile.	Several required elements were missing.
Letter of introduction	The student introduced himself, explained why he wanted to conduct the interview, and asked permission to set up a time for an interview.	The student introduced himself and asked permission to set up an interview, but needed a reminder to explain why he wanted to interview an individual at this particular company.	The student asked permission to set up an interview, but needed reminders to introduce himself and to tell why he wanted interview at this particular company.	The student needed assistance in all aspects of setting up the interview.
Thank You Letter	Completed within 2 school days after job shadow and is in appropriate format with correct grammar and mechanics.	Completed within 3-4 school days after job shadow and is in appropriate format with correct grammar and mechanics.	Completed 4+ school days after job shadow and is in appropriate format with minimal grammar and mechanics errors.	Completed but with multiple grammar and mechanics errors OR in an informal format.

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Presentation				
	4 – Excellent	3 – Good	2 – Fair	1 – NI
Required Elements (Title, Company introduction, Industry information, Mission/vision statement, Brief history, Company culture, Core team, Milestones and recent achievements, Bibliography)	The presentation includes all required elements as well as additional information.	All required elements are included in the presentation.	All but 1 of the required elements are included in the presentation.	Several required elements were missing.
Quality of Information	Information clearly relates to the company profiled. It includes several supporting details and/or examples.	Information clearly relates to the company profiled. It provides 1-2 supporting details and/or examples.	Information clearly relates to the company profiled. No details and/or examples are given.	Information has little or nothing to do with the company profiled.
Sources	All sources (information and graphics) are accurately documented in the desired format.	All sources (information and graphics) are accurately documented, but a few are not in the desired format.	All sources (information and graphics) are accurately documented, but many are not in the desired format.	Some sources are not accurately documented.
Knowledge Gained	Student can accurately answer all questions related to facts in the poster and presentation.	Student can accurately answer most questions related to facts in the poster and presentation.	Student can accurately answer about 75% of questions related to facts in the poster and presentation.	Student appears to have insufficient knowledge about the facts or processes in the poster or presentation.
Graphics	All graphics are related to the topic and make it easier to understand. All borrowed graphics have a source citation.	All graphics are related to the topic and most make it easier to understand. All borrowed graphics have a source citation.	All graphics relate to the topic. Most borrowed graphics have a source citation.	Graphics do not relate to the topic OR several borrowed graphics do not have a source citation.
Preparedness	Student is completely prepared and has obviously rehearsed.	Student seems pretty prepared but might have needed a couple more rehearsals.	The student is somewhat prepared, but it is clear that rehearsal was lacking.	Student does not seem at all prepared to present.
Time	Presentation was between 7-10 minutes in length.	Presentation was over 10 minutes or between 5-6 minutes in length.	Presentation was 4-5 minutes in length	Presentation was less than 4 minutes in length.
Reflection				
Sentence Structure and Grammar	Sentences are well constructed and there is no more than 1 grammatical errors.	Sentences are well constructed and there are minor grammatical errors.	Sentences lack proper construction but the point can still be found.	Poor sentence construction and grammar. Main point is unclear.
Connection	Reflection clearly speaks to the research performed and work produced and shows strong awareness of areas of strength and potential growth.	Reflection is mostly on topic and speaks to the work produced and shows some awareness of areas of strength and potential growth.	Reflection is mostly on topic but does not address either areas of strength or potential areas of growth.	Reflection is not on topic and does not address the work.