

Rubric Details

1. Introduction with mission and vision statements

13% of total grade

Mastery

The introduction thoroughly oriented the reader to the company's history, products/services provided, and target customers and the mission and vision statements were clearly and concisely stated using highly detailed language that supports the company's strategic direction.

13

Meets Expectations

The introduction partially oriented the reader to the company's history, products/services provided, and target customers and the mission and vision statements were clearly and concisely stated using partially detailed language that supports the company's strategic direction.

11.05

Not Met

The introduction minimally oriented the reader to the company's history, products/services, and target customers and the mission and vision statements were somewhat clearly and concisely stated, but didn't use enough detailed language to support the company's strategic direction, or the introduction and mission and vision statements were not included.

0

2. Explanation of core values, ethics, and social responsibility principles

12% of total grade

Mastery

The explanation of the core values, ethics, and social responsibility principles was fully developed and thoroughly provided insight into the connections between the company's core values, ethics, and social responsibility principles, and its strategic direction.

12

Meets Expectations

The explanation of the core values, ethics, and social responsibility principles was partially developed and partially provided insight into the connections between the company's core values, ethics, and social responsibility principles, and its strategic direction.

10.2

Not Met

The explanation of the core values, ethics, and social responsibility principles was somewhat developed and somewhat provided insight into the connections between the company's core values, ethics, and social responsibility principles, and its strategic direction. Or there was no explanation of the core values, ethics, and social responsibility principles.

0

3. Analysis of company's internal and external environment

20% of total grade

Mastery

The analysis was thoroughly developed and thoroughly provided insight into the connections between the company's internal environment strengths and weaknesses and external environment opportunities and threats and its strategic direction. **20**

Meets Expectations

The analysis was partially developed and partially provided insight into the connections between the company's internal environment strengths and weaknesses and external environment opportunities and threats and its strategic direction. **17**

Not Met

The analysis was somewhat developed and somewhat provided insight into the connections between the company's internal environment strengths and weaknesses and external environment opportunities and threats and its strategic direction, or there was no analysis. **0**

4. Evaluation of internal and external environment's impact on achieving the company's strategic plan

20% of total grade

Mastery

The evaluation was thoroughly developed and thoroughly provided insight into the internal and external environment's impact on achieving the company's strategic plan. **20**

Meets Expectations

The evaluation was partially developed and partially provided insight into the internal and external environment's impact on achieving the company's strategic plan. **17**

Not Met

The evaluation was somewhat developed and somewhat provided insight into the internal and external environment's impact on achieving the company's strategic plan, or there was no evaluation. **0**

5. Strategic objective

10% of total grade

Mastery

The strategic objective was thoroughly developed and fully supported the strategic direction of the company. **10**

Meets Expectations

The strategic objective was partially developed and partially supported the strategic direction of the company. **8.5**

Not Met

The strategic objective was somewhat developed and somewhat supported the strategic direction of the company, or there was no strategic objective. **0**

6. Short- and long-term goals for achieving the company's strategic plan

15% of total grade

Mastery	15
The short- and long-term goals were thoroughly developed, thoroughly provided insight for achieving the company's strategic plan, and all goals were specific, measurable, attainable, relevant, and timely.	

Meets Expectations	12.75
The short- and long-term goals were partially developed, partially provided insight for achieving the company's strategic plan, and most goals were specific, measurable, attainable, relevant, and/or timely.	

Not Met	0
The short- and long-term goals were somewhat developed, somewhat provided insight for achieving the company's strategic plan, and some goals were specific, measurable, attainable, relevant, and/or timely, or the short- and long-term goals are not included.	

7. Metrics for measuring success of strategic plan
10% of total grade

Mastery	10
7. Metrics for measuring success of strategic plan	

Meets Expectations	8.5
The methods for collecting data and measuring success of the strategic plan was partially explained, included specific examples for most types of data, and partially explained how it will be measured.	

Not Met	0
The methods for collecting data and measuring success of the strategic plan was somewhat explained, included specific examples for some types, somewhat explained how it will be measured, or the methods for collecting data and measuring success of the strategic plan were not included.	