

Assessing: *Product Analysis*

Product Analysis - Teamwork Rubric

	Exemplary/Excellent 5 pts	Accomplished/Good 4 pts	Developing/Requires Improvement 3 pts	Deficient/Poor 2 pts
Contributes to Analysis	Helped the team move forward by gathering empirical data and contributing facts, data and information	Contributed to the gathering of empirical data by contributing facts, data, and information	Shares ideas but did not contribute facts, data, or information. Did not contribute to the discussion	Did not contribute facts, data, or information, but did contribute to the discussion
Contributed to Creation	Engages team members identifying empirical data and takes the lead on report creation	Engages team members in ways that identify the elements and contributes to the report creation	Engages team members in ways that facilitate their construction of the team's report by restating the views of other team members and/or asking questions for clarification	Engages team members by taking turns and listening to others without interrupting
Fosters Constructive Team Climate	Supports a constructive team climate by doing all of the following: <ul style="list-style-type: none"> • Treats team members respectfully. • Uses positive vocal or written tone, facial expressions, and/or body language. • Motivates teammates by expressing confidence about the importance of the task and the team's ability to accomplish it. • Provides assistance and/or encouragement to team members. 	Supports a constructive team climate by doing any three of the following: <ul style="list-style-type: none"> • Treats team members respectfully. • Uses positive vocal or written tone, facial expressions, and/or body language. • Motivates teammates by expressing confidence about the importance of the task and the team's ability to accomplish it. • Provides assistance and/or encouragement to team members. 	Supports a constructive team climate by doing any two of the following: <ul style="list-style-type: none"> • Treats team members respectfully. • Uses positive vocal or written tone, facial expressions, and/or body language. • Motivates teammates by expressing confidence about the importance of the task and the team's ability to accomplish it. • Provides assistance and/or encouragement to team members. 	Supports a constructive team climate by doing any one of the following: <ul style="list-style-type: none"> • Treats team members respectfully. • Uses positive vocal or written tone, facial expressions, and/or body language. • Motivates teammates by expressing confidence about the importance of the task and the team's ability to accomplish it. • Provides assistance and/or encouragement to team members.
Responds to Conflict	Addresses destructive conflict directly and constructively, helping to manage/resolve it in a way that strengthens overall team cohesiveness and future effectiveness.	Identifies and acknowledges conflict and stays engaged with it.	Redirects focus toward common ground and the task at hand (away from conflict).	Passively accepts alternate viewpoints/ideas/opinions.

Product Analysis – Problem Solving Rubric

	Exemplary/Excellent 5 pts	Accomplished/Good 4 pts	Developing/Requires Improvement 3 pts	Deficient/Poor 2 pts
Prioritizing Vulnerabilities	Demonstrates the ability to prioritize vulnerabilities based on clear and insightful evidence of all relevant contextual factors	Demonstrates the ability to prioritize vulnerabilities based on evidence of relevant contextual factors	Begins to demonstrate the ability to prioritize vulnerabilities based on evidence of relevant contextual factors	Struggles to prioritize vulnerabilities based on evidence of relevant contextual factors
Identify Safeguard (Security Policy)	Identifies most appropriate security policy safeguard for prioritized audit findings	Identifies appropriate security policy safeguard for prioritized audit findings	Identifies suitable security policy safeguard for prioritized audit findings	Fails to identify the appropriate security policy safeguard for prioritized audit findings
Develop Implementation Strategy	Leads in the development of an appropriate, impactful plan for implementing security policies	Contributes significant ideas to the development of an appropriate, impactful plan for implementing security policies	Contributes to the development of an appropriate, impactful plan for implementing security policies	Fails to contribute to the development of an appropriate, impactful plan for implementing security policies

Product Analysis – Verbal Communications Rubric

	Exemplary/Excellent 5 pts	Accomplished/Good 4 pts	Developing/Requires Improvement 3 pts	Deficient/Poor 2 pts
Use of Language and Technical Terms	Language and terminology enhance the effectiveness of the presentation. Excellent grammar. Appropriate to audience.	Language and terminology support the effectiveness of the presentation. Correct grammar. Suitable to audience.	Language and terminology did not always support the effectiveness of the presentation. Occasional grammar mistakes. Not always appropriate to audience.	Minimally support the effectiveness of the presentation. Numerous mistakes in grammar. Not suitable to audience.
Organization	Captivating introduction and conclusion. Exceptional sequencing of content and materials. Well organized. Excellent visual support.	Very good introduction and conclusion. Excellent sequencing of content and materials. Organized. Very good visual support.	Good introduction and conclusion. Good sequencing of content and materials. Element were unorganized. Missing visuals.	Undeveloped introduction and conclusion. Inconsistent sequencing of content and materials. Poorly organized. No visuals.
Delivery	Excellent posture throughout. Excellent eye contact with the audience. Proper gesture and expression. Highly confident delivery, only referring to and/or glancing at words on paper or slide.	Good posture throughout. Frequent eye contact with the audience. Appropriate gesture and expression. Confident delivery, seldom reading words from paper or slide.	Intermittent good posture. Occasional eye contact with the audience. Sporadic gesture and expression. Lacking confidence in delivery, often reading words from paper or slide.	Poor posture. Seldom eye contact with the audience. Inappropriate gesture and expression. Unconfident delivery, mostly reading words from paper or slide.
Content	Presentation included comprehensive elements associated with topic. Excellent job describing research and team recommendation. Excellent job using empirical data.	Presentation included critical elements associated with topic. Good job describing research and team recommendation. Very good job using empirical data.	Presentation included some elements associated with topic. Respectable job describing research and team recommendation. Good job using empirical data.	Presentation missing critical elements associated with topic. Incomplete job describing research and team recommendation. Confused when using empirical data.

Product Analysis – Written Communication Rubric

	Exemplary/Excellent 5 pts	Accomplished/Good 4 pts	Developing/Requires Improvement 3 pts	Deficient/Poor 2 pts
Context Framework and Purpose for Writing	Demonstrates a thorough understanding of context framework, audience, and purpose that is responsive to the assigned task and focuses all elements of the work	Demonstrates adequate consideration of context framework, audience, and purpose and a clear focus on the assigned task (e.g., the task aligns with audience, purpose, and context)	Demonstrates awareness of framework context, audience, purpose, and to the assigned tasks (e.g., begins to show awareness of audience's perceptions)	Demonstrates minimal attention to framework context, audience, purpose, and to the assigned tasks (e.g., expectation of instructor or self as audience)
Content Development of Summary Report	Uses appropriate and relevant content to demonstrate mastery of the subject, conveying the writer's understanding, and shaping an effective summary report	Uses appropriate and relevant content to demonstrate understanding of the subject, conveying the writer's understanding, and shaping an effective summary report	Uses appropriate and relevant content to demonstrate knowledge of the subject, conveying the writer's understanding, and shaping a summary report	Fails to use appropriate and relevant content, does not demonstrate an understanding of shaping a summary report
Sources and Evidence	Demonstrates skillful use of high-quality, credible, relevant sources to develop ideas that are appropriate for the discipline and genre of the writing. Able to cite sources when challenged.	Demonstrates consistent use of credible, relevant sources to support ideas that are situated within the discipline and genre of the writing. Usually able to cite sources when challenged.	Demonstrates an attempt to use credible and/or relevant sources to support ideas that are appropriate for the discipline and genre of the writing. Occasionally able to cite sources when challenged.	Demonstrates an attempt to use sources to support ideas in the writing. Unable to cite sources when challenged.
Control of Syntax and Mechanics	Uses relevant, adult-level language that skillfully communicates meaning to readers with clarity and fluency, and is virtually error-free.	Uses straightforward language that generally conveys meaning to readers. The language in the portfolio has few errors.	Uses language that generally conveys meaning to readers with clarity, although writing may include some errors or misuse of terminology.	Uses language that sometimes impedes meaning because of errors in usage, or failure to use commonly accepted terminology.

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Product Analysis – Technical Knowledge Rubric

	Exemplary/Excellent 5 pts	Accomplished/Good 4 pts	Developing/Requires Improvement 3 pts	Deficient/Poor 2 pts
Product Data Collection Process	Demonstrates a thorough understanding of the product data collection process	Demonstrates a proficient understanding of the product data collection process	Demonstrates a basic understanding of the product data collection process	Fails to demonstrate a basic understanding of the product data collection process
Product Data Vulnerability Analysis	Demonstrates a expert knowledge of the topics, issues, and skills associated with the product data vulnerability analysis	Demonstrates a good knowledge of the topics, issues, and skills associated with the product data vulnerability analysis	Demonstrates a fundamental knowledge of the topics, issues, and skills associated with the product data vulnerability analysis	Fails to demonstrate basic knowledge of the topics, issues, and skills associated with the product data vulnerability analysis
Product Selection Processes	Demonstrates a thorough understanding of the impact of the selection criteria on an organization's recommendation decisions	Demonstrates an adept understanding of the impact of the selection criteria on an organization's recommendation decisions	Demonstrates a simple understanding of the impact of the selection criteria on an organization's recommendation decisions	Fails to demonstrate a simple understanding of the selection criteria on an organization's recommendation decisions