Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Career\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Class\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**The CEO Plan Project Rubric – 2017**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Exceptional100-94 | Proficient93-87 | Average86-79 | Below Average78-0 | Total |
| Knowledge of Career | Student demonstrated an excellent understanding of the chosen career and was detailed and thorough in answering all questions.  | Student demonstrated a reasonable understanding of the chosen career and was able to field questions on the topic. | Student was somewhat uncomfortable with the topic and not fully prepared to answer more difficult questions. | Student did not understand the chosen career and was unable to answer questions due to poor preparation.  |  |
| Organization | Information was presented in logical, captivating sequences and followed an outline based on the example presentation board. | Information was presented in logical, interesting sequences and mostly followed an outline based on the example presentation board. | Some information was presented in sequence and parts followed the example presentation board. | Most of the information was out of sequence and parts were randomly placed on the presentation board. |  |
| Graphics/Design | Pictures/images enhanced text and content.  Everything from the presentation board to the materials in the booth were visually appealing. | Pictures/images supported the text and content.  Everything was organized, colorful, and neat.  | Some pictures/images support the text and content.  Certain areas were organized. | The lack of pictures/images resulted in a flat, boring layout. |  |
| Presentation Skills | Student projected voice and spoke clearly and confidently.  Body language, posture, facial expressions, and smile all pointed to a professional, energetic presenter.  Student held audience’s attention very well. | Student spoke clearly and confidently.  Body language, posture, facial expressions, and smile made for a skilled presenter. Student held the audience’s attention most of the time. | Some professional speaking skills were used, but the student needs to practice keeping the audience engaged throughout the presentation.  Body language, posture, etc. could improve to create a more professional image. | Student needs to work on multiple areas in presenting.  The lack of skills hampered this project and presentation. |  |
| Required Content | Presentation included all of the required assignments:* See Checklist/Must Complete to earn grade
 | Presentation included all but one of the requirements. | Presentation included all but two of the requirements. | Presentation was missing three or more requirements. |  |

\*Points will be deducted for printed errors - grammar, conventions, sentence structure, etc.

|  |  |  |
| --- | --- | --- |
| Extra Credit Exceptional Project | Possible Points | Total Extra Credit Points |
| Digital Commercial

|  |  |  |
| --- | --- | --- |
| 30 - 60 Seconds | Consistent Theme | Appealing Text |
| Highlights Main Information | Illustrations | Visual Background |
| Appropriate Music | No Errors | No Watermarks  |

 | * Up to 50 Points
 |  |
| Snack* Provide an appropriate snack that fits with the overall theme of the career.
 | * Up to 25 Points
* Explain Snack:
 |  |
| Props* Decorate booth with appropriate props to further enhance presentation.
 | * Up to 50 Points
* Please List Props:
 |   |
| Guests* Each adult guest (no more than 2 employees at the school who are not relatives) that visits the Expo will be worth extra credit.
 | * 5 points per person
* Please List Guests:
 |  |

Total  Score:\_\_\_\_\_\_\_\_\_\_\_\_\_    Extra Credit:\_\_\_\_\_\_\_\_\_\_\_\_\_\_   Final Score:\_\_\_\_\_\_\_\_\_\_\_\_\_/500

Percentage:\_\_\_\_\_\_\_\_\_\_

**Required Content:** This must be completed in order to earn full credit. Any academic dishonesty will result in a zero for the project.

|  |  |  |  |
| --- | --- | --- | --- |
| Section | Complete | Incomplete | Comments/Grade |
| 1.  Decorated Header |  |  |  |
| 2.  Decorated Presentation Board |  |  |  |
| 3.  Panel 1 Complete |  |  |  |
| 4.  Panel 2 Complete |  |  |  |
| 5.  Panel 3 Complete |  |  |  |
| 6.  Job Title |  |  |  |
| 7.  Job Description |  |  |  |
| 8.  Job Salary |  |  |  |
| 9.  Career Outlook |  |  |  |
| 10. Majors for this Career |  |  |  |
| 11. Employment Overview |  |  |  |
| 12. Job Zone/Job Zone Descriptions |  |  |  |
| 13. Related Occupations |  |  |  |
| 14.  Colleges Offering This Major (ND) |  |  |  |
| 15.  Tuition/Expenses (ND) |  |  |  |
| 16. Colleges Offering This Major (out-of-state) |  |  |  |
| 17. Tuition/Expenses (Out-of-State) |  |  |  |
| 18.  3 Interesting Facts |  |  |  |
| 19.  3 Enjoyable Tasks |  |  |  |
| 20.  3 Less Favorable Tasks |  |  |  |
| 21.  Top 5 Favorable Job Conditions |  |  |  |
| 22. 6 Important Knowledge Areas |  |  |  |
| 23. 5 Favorite Work Needs |  |  |  |
| 24. 6 Work Interests |  |  |  |
| 25. Skill Areas |  |  |  |
| 26. Overview of Education & Training |  |  |  |
| 27. In-Depth Look at Education & Training |  |  |  |
| 28. 5 Major Concerns |  |  |  |
| 29. Ultimate Goal in Career |  |  |  |
| 29. Future Career |  |  |  |
| 30. Technical Center/ College / University  Packets |  |  | Extra Credit / Number Each Institution:1.2. |
| 31. 3-5 Applicable Scholarships |  |  | Extra Credit / Number the Scholarships:1.2. |
| 32. Dress for Success  |  |  |  |
| 33. Misc. |  |  | Explain: |

Total Items Completed: \_\_\_\_\_\_\_\_\_\_

Total Items Not Completed: \_\_\_\_\_\_\_\_\_\_

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