

Where Should We Build The New Wal-Mart Supercenter? Proposal Presentation Rubric

Content and Concepts (80% of Total Assessment)

Criteria	Exemplary (9-10)	Proficient (7-8)	Adequate (5-6)	Needs Improvement (1-5)
Presentation describes the proposed site.	Presentation clearly describes the proposed site.	Presentation generally describes the proposed site.	Presentation somewhat describes the proposed site.	The presentation description of the proposed site is unclear
Presentation describes how the proposed site takes advantage of existing structures, such as reusing abandoned industrial sites (brownfield redevelopment) or existing roads.	The presentation clearly explains how the proposed site takes advantage of existing structures, such as reusing abandoned industrial sites (brownfield redevelopment) or existing roads.	The presentation generally explains how the proposed site takes advantage of existing structures, such as reusing abandoned industrial sites (brownfield redevelopment) or existing roads.	The presentation somewhat explains how the proposed site takes advantage of existing structures, such as reusing abandoned industrial sites (brownfield redevelopment) or existing roads.	The presentation does not explain how the proposed site takes advantage of existing structures, such as reusing abandoned industrial sites (brownfield redevelopment) or existing roads.
Presentation describes how the proposed site supports existing communities and neighborhoods where infrastructure (sidewalks, roads, other commercial areas, electrical and water lines,) is already in place.	Ideas in the presentation describe how the site supports existing communities and neighborhoods where infrastructure is already in place are thorough and complete .	Ideas in the presentation describe how the site supports existing communities and neighborhoods where infrastructure is already in place are credible and substantial .	Ideas in the presentation describe how the site supports existing communities and neighborhoods where infrastructure is already in place are partial or incomplete .	Ideas in the presentation describe how the site supports existing communities and neighborhoods where infrastructure is already in place are very incomplete and includes misunderstandings .
Presentation describes how the proposed site will impact sensitive areas (wildlife habitats) and natural features (rivers, agriculture areas).	Presentation ideas that describe how the site will impact sensitive areas (wildlife habitats) and natural features (rivers, agriculture areas) are thorough and complete .	Presentation ideas that describe how the site will impact sensitive areas (wildlife habitats) and natural features (rivers, agriculture areas) are substantial .	Presentation ideas that describe how the site will impact sensitive areas (wildlife habitats) and natural features (rivers, agriculture areas) are partial and incomplete .	Presentation ideas that describe how the site will impact sensitive areas (wildlife habitats) and natural features (rivers, agriculture areas) are not clear and incomplete .

Recommendations on how Wal-Mart can develop this site to reduce the impact on the environment.	Recommendations to develop this site to reduce the impact on the environment are insightful and effective .	Recommendations to develop this site to reduce the impact on the environment are generally effective .	Recommendations to develop this site to reduce the impact on the environment are somewhat effective .	Recommendations to develop this site to reduce the impact on the environment are ineffective .
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Oral Presentation Skills (20% of Total Assessment)

Criteria	Exemplary (4)	Proficient (3)	Adequate (2)	Needs Improvement (1)
Creativity	Highly creative. Very original presentation of material; captures audience attention.	Generally creative. Some originality apparent; good variety and blending of materials/media.	Somewhat creative. Little or no variation; materials presented with little originality.	Not creative. Little or no variety; insufficient use of multimedia.
Materials Use	Highly effective. Balanced use of media or other materials; graphic of proposed site used to clearly develop important ideas.	Generally effective. Use of media or other materials not as varied; graphic of proposed site used to develop important ideas.	Somewhat effective. Media or other materials not used appropriately to develop important ideas; graphic of proposed site used somewhat effectively.	Ineffective. Little or no media or other materials used; graphic of proposed site used ineffectively.
Speaking Skills	Exceptionally clear. Easy to follow. Poised, clear articulation; proper volume; good posture and eye contact; enthusiasm; confidence.	Generally clear. Able to follow. Clear articulation but could skills could be enhanced.	Lacks clarity. Difficult to follow. Some mumbling; little eye contact; little or no expression.	Unclear. Impossible to follow. Inaudible or too loud; no eye contact; speaker seemed uninterested.