**Rubric: Entrepreneurship Report Card**

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| --- | --- | --- | --- | --- | --- |
|  | Exemplary | Proficient | Below standard | Did not demonstrate | Total points |
| Content | Identified categories are distinct from one another and tailored to multiple aspects of entrepreneurship. | Identified categories are unique and tailored to concepts of entrepreneurship, though there may be some overlap. | Identified categories are related to concepts of entrepreneurship, but may be more tailored to reporting activities than entrepreneurial activities. | Identified categories measure journalistic activities that are unrelated to entrepreneurial activities. |  |
| Structure | Category descriptions are clear, detailed and succinct. It is easy to apply these descriptions to multiple scenarios. | Category descriptions are clear, but may be wordy or otherwise ill-defined. It might take a discussion to apply these descriptions to multiple scenarios. | Category descriptions are provided but are not developed enough for two distinct individuals to apply them without significant conversations with one another. | Category descriptions are vague and unspecific. It is unclear how one would use the report card to evaluate in these categories. |  |
| Analysis | All recommendations show the ability to effectively evaluate entrepreneurial activities, including high emphasis on understanding the audience and driving their engagement with the publication. | Most recommendations show the ability to effectively evaluate entrepreneurial activities, including high emphasis on understanding the audience and driving their engagement with the publication. | Some recommendations show the ability to effectively evaluate entrepreneurial activities, including high emphasis on understanding the audience and driving their engagement with the publication. | Few recommendations show the ability to effectively evaluate entrepreneurial activities, including high emphasis on understanding the audience and driving their engagement with the publication. |  |
| Depth | All recommendations are thorough, complete and accurate. It is clear the student understands the subject matter fully. | Most recommendations are thorough and complete and accurate. It is clear the student understands the subject matter. | Some recommendations are thorough, complete and accurate. It is clear the student has some confusion about the subject matter. | Few recommendations are thorough, complete and accurate. It is clear the student does not understand the subject matter. |  |
| Total points |  |  |  |  | \_\_\_/ points |