**Survey Analysis Rubric**

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|   | Exemplary | Proficient | Below Standard | Did Not Demonstrate | Total Points |
| Audience Analysis | All questions are answered completely and accurately, based on survey results. Paragraph goes in-depth to analyze the population and their preferences. | All questions are answered concisely and accurately, based on survey results. Paragraph analyzes the population and their preferences. | All questions are answered accurately, but not fully explained, based on survey results. Paragraph begins to analyze the population and their preferences. | Some, but not all, questions are answered accurately, but not fully explained, based on survey results. Paragraph is more a restatement of the data than an analysis of audience preferences. |  |
| Reflection | All questions are answered completely and accurately, based on audience analysis. Next steps are explored in-depth and conclusions are expertly evaluated. | All questions are answered concisely and accurately, based on audience analysis. Next steps are explored and conclusions are somewhat evaluated. | All questions are answered accurately, but not fully explained, based on audience analysis. Some next steps are explored, but conclusions are not fully evaluated. | Some, but not all, questions are answered accurately, but not fully explained, based on audience analysis. Few next steps are explored OR conclusions are not evaluated. |  |
| Total Points |  |  |  |  | \_\_\_\_/points |