**Rubric: Analytics Analysis**

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|  | Exemplary | Proficient | Below standard | Did not demonstrate | Total points |
| Positives | Students are able to articulate positives to their website and or coverage that is related to the data conveyed.  This is based on a deep understanding of the metrics. | Students are able to articulate positives to their website and or coverage that is related to the data conveyed.  This is based on a simplistic understanding of the metrics. | Students are able to articulate positives to their website and or coverage. | Students are not able to articulate positives to their website and or coverage. |  |
| Changes | Students are able to suggest changes to their website and or coverage that is related to the data conveyed.  Changes seem to be tied to an understanding of the metrics. | Students are able to suggest changes to their website and or coverage that is somewhat related to the data conveyed.  Changes seem to be tied to a basic understanding of the metrics. | Changes are suggested, but they seem to be based on student opinion rather than data analysis. | Changes are suggested, but seem to have little to no rationale. |  |
| Analysis | Students are able to articulate why and how to make changes or keep things consistent with their website.  Response demonstrates deep understanding of the overall metrics. | Students are able to articulate why and how to make changes or keep things consistent with their website.  Response demonstrates some understanding of the analytic metrics. | Students are not able to articulate why and how to make changes or keep things consistent with their website.  Response demonstrates some understanding of the analytic metrics. | Response does not suggest student understands why these metrics are important. |  |
| Total points |  |  |  |  | \_\_\_/ points |