

Skill	Needs Revision – 1	Meets – 3	Exceeds – 5
Completion	<ul style="list-style-type: none"> Portfolio is incomplete and missing a significant number of the required content 	<ul style="list-style-type: none"> Portfolio includes majority of the required content 	<ul style="list-style-type: none"> Portfolio is complete, including all required content
Content	<ul style="list-style-type: none"> Networking events and informational interviews not complete or not documented Brand statement reflects little awareness of personal VIPS or appeal to employers Pitch does not cover sufficient points or is ineffective Social media accounts do not meet minimum, little meaningful engagement 	<ul style="list-style-type: none"> General networking events and informational interviews with contacts researched, conducted, mostly documented Brand statement reflects awareness of personal VIPS Pitch offers a basic introduction covering main points Social media accounts meet minimum requirements, demonstrate some engagements with key thought leaders and employers 	<ul style="list-style-type: none"> Relevant networking events and informational interviews with key thought leaders researched, conducted, documented Brand statement reflects keen understanding of personal VIPS, connection to employers Pitch presents compelling, effective introduction Social media accounts exceed minimum required, reflect thoughtful engagements with key thought leaders and employers
Analysis	<ul style="list-style-type: none"> Portfolio reflects minimal link between your career plan and your program of study Identification, research, and analysis demonstrates little or no understanding of key components 	<ul style="list-style-type: none"> Reflects a moderate link between your career plan and your program of study Identification, research, and analysis demonstrates some understanding of key components 	<ul style="list-style-type: none"> Reflects a very strong linkage between your career plan and your program of study Identification, research, and analysis demonstrates clear understanding of key components
Spelling, Grammar	<ul style="list-style-type: none"> 3 or more spelling errors 3 or more grammar errors 	<ul style="list-style-type: none"> 1-2 spelling errors 1-2 grammar errors 	<ul style="list-style-type: none"> No spelling errors No grammatical errors
Overall Score /20			