

Grading Rubric: Roadmap to Success in the Energy and Utilities Industry					
Criteria	Not sufficient (0)	Emerging (1)	Adept (2)	Exemplary (3)	Rating
<b>Strengths, Weaknesses, Opportunities, Threats (SWOT)</b>	No elements of the SWOT are clear nor can they be interpreted toward the project objectives.	A few elements of the SWOT are clear and aligned with the project objectives.	Most elements of the SWOT are clear and aligned with the project objectives.	All elements of the SWOT are clear and aligned with the project objectives.	
<b>Self-Marketing</b>	No headings nor supportive text is clearly stated or related. Written in different tenses.	Some headings and supportive text are clearly stated and related. Written in different tenses.	Most headings and supportive text are clearly stated and related. Written in present tense.	All headings and supportive text are clearly stated and related. Written in present tense.	
<b>Expand Your Network</b>  (Give each of the three rows a score from 0 to 3. Add the three scores together and divide by 3 to determine the "Expand Your Network" rating.) (Round to the lower whole number.)	Under 50 Contacts.	50-74 Contacts.	75-99 Contacts.	Over 99 contacts.	
	---	No community or professional organization.	One community or professional organization - not related to the goal.	One community or professional organization - aligns with the goal.	
	No endorsement	One endorsement	Two endorsements	Three endorsements	
<b>Elevator Pitch</b>	Includes fewer than three elements of an elevator pitch.	Includes three elements of an elevator pitch.	Includes four elements of an elevator pitch.	Includes the five elements of an elevator pitch.	
<b>Project Charter</b>	No project charter elements are clear nor complete, nor illustrate the ability to execute the plan.	Some project charter elements are clear, complete, and illustrate the ability to execute the plan.	Most project charter elements are clear, complete, and illustrate the ability to execute the plan.	All project charter elements are clear, complete, and illustrate the ability to execute the plan.	
<b>Artifacts</b>	The artifacts do not relate to the purpose of the project.	Some artifacts are related to the purpose of the project.	Most artifacts are related to the purpose of the project.	All artifacts are clearly and directly related to the purpose of the project.	
<b>Writing Conventions</b>	There are a significant amount of grammatical errors that require editing and revision.	There are many grammatical errors that require editing and revision.	There are few grammatical errors that require minor editing and revision.	There are no grammatical errors in any of the artifacts.	