**Fact Sheet Collection Rubric**

| **Criteria** | **Ratings** |
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| Client Site Selection and Suitability  Our fact sheet collection focuses on a client website that uses English, that fits with the VT Principles of Community, that includes at least 8 to 12 webpages, that is managed by a specific person, and that was not designed or written by Traci. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  The selected site fully meets all criteria: English language, VT Principles of Community alignment, 8–12 pages, identified site manager, and not affiliated with Traci; thoughtful rationale is evident. | **Meets Expectations**  The site meets all the required criteria with no issues. | **Almost Meets Expectations**  The site mostly meets the criteria but is weak in one area (e.g., fewer pages, unclear ownership). | **Needs Work to Meet Expectations**  The site does not clearly meet two or more criteria, or rationale for selection is weak. | **Missing or Incomplete**  The selected site does not meet key criteria or is missing entirely. | |
| Letter of Transmittal: Format and Audience  Our fact sheet collection includes a letter of transmittal written in standard memo or letter format and document design, with single spacing within paragraphs and double spacing between paragraphs. It is written to the client website’s owner or manager and uses the appropriate name, job title, and address. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  Memo/letter format is flawless, professional, and well-designed; spacing is consistent; recipient’s name, title, and address are correct and clearly tailored. | **Meets Expectations**  Proper memo/letter format is used; correct spacing and recipient info included. | **Almost Meets Expectations**  Mostly follows memo/letter conventions, but has minor formatting or spacing issues. | **Needs Work to Meet Expectations**  Format is inconsistent, recipient details are incorrect or missing; lacks professional tone. | **Missing or Incomplete**  Format is incorrect or missing; recipient is not identified or letter is absent. | |
| Letter of Transmittal: Content and Organization  Our letter of transmittal includes paragraphs on the following: 1: Purpose and Delivery, 2: Background, 3: Contents and Value, 4: Relevance to the Client, and 5: Contact and Next Steps. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  Includes all five required paragraphs; each paragraph is fully developed, logically organized, and directly tailored to the client’s needs. | **Meets Expectations**  Includes all required sections; each paragraph has a clear purpose and fits the structure. | **Almost Meets Expectations**  Missing or underdeveloped paragraph(s); some repetition or lack of clarity. | **Needs Work to Meet Expectations**  Lacks multiple key sections or paragraphs are vague and unorganized. | **Missing or Incomplete**  Letter is missing or includes only minimal or off-topic content. | |
| Title Page  Our fact sheet collection includes a properly formatted title page, which lists a strong title, the name and address of the person whom the collection was prepared for, and the names of the people who prepared the collection. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expecatations**  Title page is fully formatted and professional; includes a strong title, correct recipient name and address, and all group member names; formatting is consistent with the collection’s overall design. | **Meets Expectations**  Title page includes all required information: title, recipient’s name and address, and group member names. | **Almost Meets Expectations**  Title page is included but has minor errors (e.g., formatting inconsistencies, missing address or one name). | **Needs Work to Meet Expectations**  Title page is present but missing key elements or appears hastily done. | **Missing or Incomplete**  Title page is missing or lacks multiple required components. | |
| Table of Contents  Our fact sheet collection includes a properly formatted table of contents, which lists all fact sheets, with the name of the person who wrote each one, and the page the fact sheet begins on. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  Table of contents is complete, easy to navigate, and professionally formatted; lists all fact sheets with correct page numbers and authors' names. | **Meets Expectations**  Table of contents includes all fact sheets with corresponding author names and page numbers. | **Almost Meets Expectations**  Table of Contents is included but contains small errors (e.g., missing page numbers or one author’s name). | **Needs Work to Meet Expectations**  Table of Contents is incomplete or confusing; may omit multiple fact sheets or include formatting issues. | **Missing or Incomplete**  Table of contents is missing or not usable. | |
| Fact Sheet Consistency  Our fact sheet collection includes a fact sheet for each participating member of the group, and has been designed for consistency among the sheets. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  Each group member contributed a fact sheet; all sheets are visually and structurally consistent, with a unified layout and design. | **Meets Expectations**  Each group member submitted a fact sheet; most use consistent formatting and structure. | **Almost Meets Expectations**  Most group members submitted fact sheets, but some have noticeable formatting or design differences. | **Needs Work to Meet Expectations**  One or more group members are missing fact sheets or sheets vary widely in design. | **Missing or Incomplete**  Several fact sheets are missing or lack any attempt at consistency. | |
| Fact Sheet Title & Byline  My fact sheet includes a clear and specific title and my name as the author. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  Each fact sheet includes a clear, specific, and engaging title and the full name of the author. | **Meets Expectations**  Title is specific, and the author is clearly listed. | **Almost Meets Expectations**  Title and byline are present but may be vague or inconsistent in format | **Needs Work to Meet Expectations**  Title or byline is missing or unclear. | **Missing or Incomplete**  Title and byline is missing. | |
| Fact Sheet Introduction or Summary  My fact sheet explains why the topic matters (2–4 sentences). | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  Introduction is concise, engaging, and clearly explains why the topic matters in 2–4 focused sentences. | **Meets Expectations**  Introduction explains the importance of the topic in 2–4 sentences. | **Almost Meets Expectations**  Introduction is present but may be too brief, too long, or unclear. | **Needs Work to Meet Expectations**  Introduction is confusing, poorly written, or lacks explanation of importance. | **Missing or Incomplete**  No introduction or summary is provided. | |
| Fact Sheet Key Facts or Data Points  My fact sheet explains 3–5 essential facts in bullets, stats, or short paragraphs. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  Fact sheet presents 3–5 essential facts using clear bullets, statistics, or brief paragraphs; content is well-selected and relevant. | **Meets Expectations**  Fact sheet includes 3–5 relevant facts in appropriate format. | **Almost Meets Expectations**  Fewer than 3 or more than 5 facts, or the format lacks clarity. | **Needs Work to Meet Expectations**  Facts are vague, excessive, or poorly organized. | **Missing or Incomplete**  No key facts or data points are provided. | |
| Fact Sheet Visuals  My fact sheet supports key points using charts, screenshots, or diagrams; place visuals near relevant text (in proximity). | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  Visuals strongly support key points, are well-labeled, relevant, and placed close to related text. | **Meets Expectations**  Visuals support the content and are placed near related text. | **Almost Meets Expectations**  Visuals are included but may lack clarity or be placed ineffectively. | **Needs Work to Meet Expectations**  Visuals are present but decorative, irrelevant, unclear, or poorly integrated. | **Missing or Incomplete**  Visuals are missing or do not support the content. | |
| Fact Sheet Headings/Subheadings  My fact sheet uses clear section headings for easy scanning, with the main heading as the largest and subheadings smaller. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  Clear, consistent headings make the sheet easy to scan; main headings stand out and subheadings are properly nested. | **Meets Expectations**  Headings and subheadings are present and organized logically. | **Almost Meets Expectations**  Some headings are missing or inconsistent in style or hierarchy. | **Needs Work to Meet Expectations**  Headings are hard to follow or not well differentiated. | **Missing or Incomplete**  No headings or subheadings used. | |
| Fact Sheet Sources  My fact sheet cites all data and claims; include links or footnotes; full references at the end; use a consistent citation format across the group. | |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Exceeds Expectations**  All sources are cited using a consistent and ethical format; full references, links, or footnotes are included. | **Meets Expectations**  Most sources are cited accurately and ethically; consistent citation format is mostly used. | **Almost Meets Expectations**  Some sources are cited, but formatting or consistency is weak. | **Needs Work to Meet Expectations**  Citations are incomplete or inconsistently applied. | **Missing or Incomplete**  Sources are missing, uncredited, or improperly cited. | |
| Fact Sheet Date  My fact sheet indicates when the fact sheet was created or updated. | |  |  |  |  | | --- | --- | --- | --- | | **Exceeds Expectations**  Each fact sheet clearly shows a creation or update date in a consistent format across the group. | **Meets Expectations**  Date is included and correctly formatted. | **Almost Meets Expectations**  Date is present but inconsistent or unclear. | **Missing or Incomplete**  No date is provided. | |
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