

Name \_\_\_\_\_  
 Career \_\_\_\_\_  
 Class \_\_\_\_\_ Date \_\_\_\_\_

The CEO Plan Final Rubric

Categories	Exceptional 100-94	Proficient 93-87	Average 86-79	Below Average 78-0	Total
Knowledge of Career	Student demonstrated an excellent understanding of the chosen career. Student was detailed and thorough in answering all questions.	Student demonstrated a reasonable understanding of the chosen career and was able to field questions on the topic.	Student was somewhat uncomfortable with the topic and not fully prepared to answer more difficult questions.	Student did not understand the chosen field and was unable to answer questions due to poor preparation.	
Organization	Information was presented in logical, captivating sequences and followed an outline based on the example presentation board.	Information was presented in logical sequences and mostly followed an outline based on the example presentation board.	Some information was presented in sequence and parts followed the example presentation board.	Most of the information was out of sequence and parts were randomly placed on the presentation board.	
Graphics/Design	Pictures/images enhanced text and content. Everything from the presentation board to the materials in the booth were visually appealing.	Pictures/images supported the text and context. Everything was organized, colorful, and neat.	Some pictures/ images support the text and context. Certain areas were organized.	The lack of pictures/ images resulted in a flat, boring layout.	
Presentation Skills	Student projected voice and spoke clearly and confidently. Body language, posture, facial expressions, and smile all pointed to a professional, energetic present. Student held audience's attention very well.	Student spoke clearly and confidently. Body language, posture, facial expressions, and smile made for a skilled presenter. Student held the audience's attention most of the time.	Some professional speaking skills were used, but the student needs to practice keeping the audience engaged throughout the presentation. Body language, posture, etc. could improve to create more of a professional image.	Student needs to work on multiple areas in presenting. The lack of skills hampered this project and presentation.	

<p><b>Required Content</b></p>	<p>Presentation included all of the following requirements:</p> <ul style="list-style-type: none"> <li>• Decorated Header with Job Title</li> <li>• Decorated Presentation Board</li> <li>• Panel 1: <ul style="list-style-type: none"> <li>○ Job Definition/ Career Projection</li> <li>○ Top 10 Reasons</li> <li>○ Other Job Opportunities</li> </ul> </li> <li>• Panel 2: <ul style="list-style-type: none"> <li>○ See Example</li> </ul> </li> <li>• Panel 3: <ul style="list-style-type: none"> <li>○ Job Listing</li> <li>○ Resume/References</li> <li>○ Cover Letter</li> </ul> </li> <li>• Remaining Sections from CEO Packet</li> <li>• College Information &amp; Scholarships</li> <li>• Professional Interview</li> <li>• Digital Book Trailer with All Required Parts (you can fix this if you need to and resubmit)</li> </ul>				
<p><b>Professional Dress/ Character Role</b></p>	<p>Student was dressed professionally to fit chosen career. He or she was neat, clean, and maintained character throughout the presentation.</p>	<p>Almost everything the student wore was professional and fit the chosen career. He/she was clean and maintained character throughout most of the presentation.</p>	<p>Student was somewhat dressed professionally. Most of what he or she wore fit the chosen career. He or she looked a little disheveled. Sometimes the student reverted back to adolescent behavior.</p>	<p>Student was not dressed professionally. He or she was not neat and/or clean. It was difficult for him or her to maintain a professional role.</p>	

Total: \_\_\_\_\_

Extra Credit

Categories	Possible Points	Total Points
<p>Snack</p> <ul style="list-style-type: none"> <li>• Provided an appropriate snack that fit with the overall theme of the career.</li> </ul> <p><b><u>Explanation (complete sentences)</u></b></p>	<p>Up to 50 Points</p>	
<p>Props</p> <ul style="list-style-type: none"> <li>• Decorated booth with appropriate props to further enhance presentation.</li> </ul> <p><b><u>Itemize</u></b></p>	<p>Up to 50 Points</p>	
<p>Guests</p> <ul style="list-style-type: none"> <li>• Each adult guest that visits because of your invite will be worth extra credit.</li> </ul> <p><b><u>Guests' Names</u></b></p>	<p>5 points per guest</p>	

Total: \_\_\_\_\_

Final Total: \_\_\_\_\_