

Teacher Name: _____

Student Name: _____

EVALUATION RUBRIC

CATEGORY	4	3	2	1
Brainstorming - Problems	Students identify more than three reasonable, insightful barriers/problems that need to change.	Students identify at least three reasonable, insightful barriers/problems that need to change.	Students identify at least two reasonable, insightful barriers/problems that need to change.	Students identify fewer than two reasonable, insightful barriers/problems that need to change.
Brainstorming - Solutions	Students identify more than three reasonable, insightful possible solutions/strategies to encourage change.	Students identify at least three reasonable, insightful possible solutions/strategies to encourage change.	Students identify at least two reasonable, insightful possible solutions/strategies to encourage change.	Students identify fewer than two reasonable, insightful possible solutions/strategies to encourage change.
Research/Statistical Data	Students include three or more high-quality examples or pieces of data to support their campaign.	Students include at least three high-quality examples or pieces of data to support their campaign.	Students include at least two high-quality examples or pieces of data to support their campaign.	Students include fewer than two high-quality examples or pieces of data to support their campaign.
Campaign/Product	Students create an original, accurate and interesting product that adequately addresses the issue.	Students create an accurate product that adequately addresses the issue.	Students create an accurate product but it does not adequately address the issue.	The product is not accurate.

