**CCT210H5**

**Acadiate: Showcase Employment Assignment – Rubric**

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|  | **A** | **B** | **C** | **D** | **F** |
| **First Blush**  **(10-15 Second Impression)** | Creates an excellent first impression as a strong candidate for the job. Demonstrates an excellent understanding of the job description and clearly identifies as a high-quality candidate. | Creates a good first impression as a strong candidate for the job, but understanding of job description could be slightly more focused. Identifies well as a high-quality candidate, but details could be slightly better articulated. | Creates an adequate first impression as a candidate for the job, but some details about themselves are ambiguous/unclear. Identifies adequately as a candidate for the job, but needs more detail and clarification. | First impression as a candidate for the job is marginal with minimal demonstration of understanding of job description. | First impression as a candidate for the job is incoherent and confusing. Lacks any understanding of job description. |
| **Showcase Targeting – Branding Statement, keywords, image, and showcase message** | Excellent identification of Showcase target audience. Professional, job relevant photo included.  Branding statement, key words, and Showcase message show a clear under- standing of and alignment with the job. | Very good identification of Showcase target audience. Professional, job relevant photo included.  Branding statement, key words, and Showcase message show a good understanding of and alignment with the job, but could be clearer and more focused in a few areas. | Identification of Showcase target audience is adequate, but vague and too broad in some areas. Photo is included, but appearance could be more professional.  Branding statement, key words and Showcase message demonstrate a basic understanding of and alignment with the job, but require much more clarity and focus throughout. | Identification of Showcase target audience is marginal, with many vague, broad points throughout. Photo is included, but is not professional enough and should be replaced.  Branding statement, key words and Showcase message demonstrate a marginal understanding of and alignment with the job, with at least half of the submission requiring much more clarity and focus throughout | No identification of Showcase audience. Unable to discern target audience. No photo included or photo is completely inappropriate.  Branding statement, key words and Showcase message demonstrate a complete lack of understanding of, and alignment with, the job. Majority of submissions requires re-write. |
| **Resume** | Is highly targeted to the job. Leverages the same language and jargon used in the job description.  Is free of spelling errors, is organized, has no alignment issues and is easy to review. | Is well targeted to the job. Mostly leverages the same language and jargon used in the job description.  Minimal spelling errors, is mostly organized, has no alignment issues and is easy to review. | Is adequately targeted to the job. Leverages the same language and jargon used in the job description in some areas, but needs improvement.  Some spelling errors, problems with organization and alignment that make it more difficult to review. | Is only marginally targeted to the job. Only minimal leverage of language and jargon used in job description. Needs improvement throughout.  Many spelling errors, problems with organization and alignment. Difficult to review. | Not targeted to the job. No leverage of language and jargon used in job description. Needs to be completely re-submitted.  Spelling errors, problems with organization and alignment make it impossible to review. |
| **Supporting Documents** | Supporting documents are thoughtfully chosen and add clear value to the job application.  Descriptions are well written and clearly identify the purpose of presenting the supporting documents. | Supporting documents are thoughtfully chosen and mostly add clear value to the job application.  Descriptions are well written and for the most part clearly identify the purpose of presenting the supporting documents. | Supporting documents are adequately chosen, but value to the job application is somewhat ambiguous.  Written descriptions are adequately written, but need improvement and clarity in identifying the purpose of presenting the supporting documents. | Supporting documents only minimally add value to the job application and overall are ambiguous.  Written descriptions are poorly written. Overall, needs improvement and clarity in identifying the purpose of presenting the supporting documents. | Supporting documents do not align or add any clear value to the job description.  No written description or written description submitted shows no clarity in identifying the purpose of presenting the supporting documents. |