

Key Criteria	Exceeds Expectations	Exceeds Expectations (Distinction) 75 - 84%	Meets Expectations	Meets Expectations	Below Expectations
	(High Distinction) 85-100%		(Credit) 65 – 74%	(Pass) 50 – 64%	(Fail) below 50%
Introduction	Excellent introduction; clearly outlines the report topic and purpose	Exceed expectations; clearly outlines the report topic and purpose; one or two of the components could have been more specifically stated	Meets expectations; fair introduction; contains both an outline of the topic and the purpose; general in nature	Poor introduction; does not clearly outline both the topic and the purpose.	Very poor or non-existent introduction
Good Practices	Demonstrates a balanced and very high level of detailed knowledge of core concepts by providing a very high level of analysis. Utilises current, appropriate and credible sources.	Demonstrates a balanced and high level of knowledge of core concepts by providing a high level of analysis. Utilises mostly current, appropriate and credible sources.	Demonstrates a good level of knowledge of some of the core concepts by providing some level of analysis. Utilises some current, appropriate and credible sources.	Demonstrates limited knowledge of core concepts by providing a limited level of analysis. Utilises few current, appropriate and credible sources.	Demonstrates little, if any, knowledge of the core concepts with extremely limited, if any, analysis. Utilises little, if any, current, appropriate and credible sources.
Future Strategies	Exceeds expectations: All six challenges are addressed at a high level of detail based upon communication theories and models and evidence of successes in other organisations.	Exceeds expectations; All six challenges are addressed at a good level of detail based upon communication theories and models and evidence of successes in other organisations; more specific detail needed to be provided	Meets expectations; most of the six challenges are addressed at a fair level of detail based upon communication theories and models and evidence of successes in other organisations; more specific detail needed to be provided for the identified challenges.	Meets expectations; Less than half of the challenges are addressed at a poor level of detail based upon communication theories and models and evidence of successes in other organisations; more specific detail needed to be provided for the identified challenges	None of the six challenges are addressed.
Conclusion	The assessment presents a detailed and focused summary of the ideas presented; drawing clear and well thought-out conclusions.	The assessment presents a fairly detailed and focused summary of the ideas presented; drawing fairly clear and well thought-out conclusions.	The assessment presents a somewhat detailed and focused summary of the ideas presented; providing some evidence of conclusions.	The assessment provides limited detail with no clear summary of the ideas presented; drawing limited conclusions.	The assessment fails to provide any clear evidence of the ideas presented; drawing no clear conclusions.
Quality of writing at a very high standard. Sections are coherently connected to each other. Correct grammar, spelling and punctuation.	Quality of writing at a very high standard. Sections are coherently connected to each other. Correct grammar, spelling and punctuation.	Quality of writing at a very high standard. Sections are coherently connected to each other. Correct grammar, spelling and punctuation.	Quality of writing at a very high standard. Sections are coherently connected to each other. Correct grammar, spelling and punctuation.	Quality of writing at a very high standard. Sections are coherently connected to each other. Correct grammar, spelling and punctuation.	Quality of writing at a very high standard. Sections are coherently connected to each other. Correct grammar, spelling and punctuation.
References	All correctly use the APA format 25 pieces of literature used	All correctly use the APA format 20 pieces of literature used	Did not correctly use the APA format 25 pieces of literature used	Did not correctly use the APA format 20 pieces of literature used	Did not correctly use the APA format. Less than 10 pieces of literature used.

