Name _____ Date _____

Rubric: Mission Statement

Directions: Follow the provisions of the rubric below to create a graphic representation of your mission statement. (____ / 55)

I will place my mission statement _____ because

_____

_____

	A	B	C	D
Introduction	Inviting Emphasizing main topic Previewing what follows	Stating main topic Previewing what follows	Stating main topic Inadequately previewing what follows	No clear main topic
Conclusion	Strong Leaves the reader with a feeling of clear understanding	Recognizable ending Ties up almost all loose ends	Recognizable Leaves several loose ends	Unclear, statement seems to just cut off
Focus	Clear Well-focused Main idea stands out Supporting information	Clear Only general supporting information	Somewhat clear Needs more support	Unclear Seems like a random collection of information
Grammar & Spelling	No errors to distract the reader from the content	1-2 errors	3-4 errors	More than 4 errors
Graphic Representation	Neat, with clean lines Colored pencil or markers used throughout Emphasizes the main idea with graphic features	Neat, with mostly clean lines Colored pencil or markers used almost throughout Emphasizes important ideas	Somewhat neat, with some clean lines Colored pencil or markers somewhat used No clear emphasis	Disorderly Mostly in pencil Confusing in emphasis

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