INTERNSHIP ASSESSMENT RUBRIC

The following questionnaire will be used to align internship sponsors' end-of-term assessment of student writing interns with the learning outcomes for the BA in Professional & Technical Communication.

Directions for Internship Sponsor: Please comment on and rank the student in terms of the following performance categories while serving your business or organization as an intern.

Numeric Ranking: 4 = Exceeds expectations; 3 = Meets expectations; 2 = Below expectations; 1 = Far below expectations

PERFORMANCE CATEGORY	COMMENT BY EVALUATOR	NUMERIC RANKING
1. Demonstrate competence in planning and writing clear, concise, and complete professional and technical documents that meet the stated needs of specific users and readers.		
2. Demonstrate proficiency in creating messages on time, on budget, and on target for the audiences or users being served.		
3. Demonstrate familiarity with the nature and application of the media and types of publications or projects which a graduate in this program will be expected to understand and use effectively upon graduation.		
4. Demonstrate competence and efficiency in understanding the intellectual dimensions of emerging concepts, media, and vocabulary, and applying those discoveries to professional and technical communication projects beyond the student's current state of knowledge.		
5. Demonstrate an ability to read, interview, interpret, and apply the forms of expression and knowledge required to serve as a bridge between advanced professional and technical professionals (Subject Matter Experts) and the lay users of those professionals' communications.		

REVISED ASSESSMENT RUBRIC FOR STUDENT LEARNING OUTCOMES IN
Professional and Technical Communication (PTC)

SAMPLE NUMBER_____   ASSESSOR_____

Final edited version / 10-03-2013

CAPSTONE COMMUNICATIONS PROJECT RUBRIC	4 Exceeds Expectations	3 Meets Expectations	2 Less than Expectations	1 Far Less than Expectations
Outcome 1: Shows ability to create clear, concise, and complete messages that meet needs of intended users and readers. *(Please use the score using the following two elements).*				
Clarity, conciseness, completeness (incudes essential information)				
Meets needs of intended users and readers				
Outcome 2: Meets stated deadline for assigned project. (Available from the cover sheet and semester data)				
Outcome 3: Shows ability to create and transmit messages in such diverse media as print, audio, video, in-person presentation, and internet.				
Outcome 4 (Critical Thinking): Shows sound judgment in choosing and using effective communication concepts, theories, tactics, and strategies appropriate for intended project results.				
Outcome 5 (Communication): Shows ability to effectively interpret, edit, and communicate professional and technical messages to lay users.				

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