Sustainability Case Study Rubric	Name:	Grade: /100	
Criterion	**Poor**	**Fair**	**Good**
Content & Development 60 %	Poor - Case study content is incomplete. – Major points are not clear and /or persuasive.	Fair - Case study content is not comprehensive and /or persuasive. – Major points are addressed, but not well supported. - Research is inadequate or does not address course concepts. - Content is inconsistent with regard to purpose and clarity of thought.	Good - Case study content is comprehensive, accurate, and persuasive. - Major points are stated clearly and are well supported. - Research is adequate, timely and addresses course concepts. - Content and purpose of the writing are clear.
Organization & Structure 20 %	Poor - Organization and structure detract from the message of the writer. - Introduction and/or conclusion is missing. - Paragraphs are disjointed and lack transition of thoughts.	Fair - Structure of the paper is not easy to follow. - Introduction is missing or, if provided, does not preview major points. - Paragraph transitions need improvement. - Conclusion is missing, or if provided, does not flow from the body of the paper.	Good - Structure of the paper is clear and easy to follow. - Introduction provides sufficient background on the topic and previews major points. - Paragraph transitions are present and logical and maintain the flow of thought throughout the paper. - Conclusion is logical and flows from the body of the paper.
Format 10 %	Poor - Paper lacks many elements of correct formatting. - Citations and references are not provided. - Paper is inadequate/excessive in length.	Fair - Paper follows most guidelines. - Paper provides citations, but they are incorrectly prepared. - Paper provides reference list, with some errors or omissions. - Paper is over/ under length.	Good - Paper follows designated guidelines. - Citations and references are used appropriately. - Paper is the appropriate length as described for the assignment.
Grammar, Punctuation & Spelling 10 %	Poor - Case study contains numerous grammatical, punctuation, and spelling errors. - Language uses jargon or conversational tone.	Fair - Case study contains few grammatical, punctuation and spelling errors. - Language lacks clarity or includes the use of some jargon or conversational tone.	Good - Rules of grammar, usage, and punctuation are followed; spelling is correct. - Language is clear and precise; sentences display consistently strong, varied structure.
Comments:			