

SWOT Analysis Assignment Rubric

Name _____

Performance Criteria	Score	Rating = 5	Rating = 3	Rating = 1
Strengths		Comprehensively and accurately states the basis for the library's competitive edge Provides appropriate feedback for maintaining strengths	Adequately states some areas in which the library excels Provides some feedback for maintaining strengths	Clearly lacks research and effort in the development of the criteria. Strengths discussed are unrealistic and/or inaccurate
Weaknesses		Comprehensively and accurately states areas in which the library struggles Provides appropriate solutions or suggestions to correct weaknesses	Adequately states some areas in which the library struggles Provides some feedback to correct weaknesses	Clearly lacks research and effort in the development of criteria Solutions and/or suggestions for improvement are unrealistic or nonexistent
Opportunities		Comprehensively and accurately discusses well-thought-out opportunities for profit and growth Provides plans and/or suggestions for seizing opportunities	Adequately discusses opportunities for profit and growth Provides some feedback for seizing opportunities	Clearly lacks research and effort in the development of the criteria Development plans and/or suggestions for seizing opportunities are unrealistic or nonexistent
Threats		Comprehensively and accurately states external threats that may affect the library's competitive edge Provides realistic solutions to meet threats head-on	Adequately discusses threats that may affect the library's competitive edge. Provides some solutions to meet threats head-on	Clearly lacks research and effort in the development of the criteria Does not provide solutions or solutions to meet threats head-on are unrealistic



Organization & Structural Development of Ideas		Key Facts, Company Overview and SWOT chart present Writer demonstrates logical and subtle sequencing of ideas through well-developed paragraphs in each required section	Key Facts, Company Overview and SWOT chart may not all be present Paragraph development present but not perfected Logical organization but ideas not fully developed	Lacking Key Facts, Company Overview and SWOT chart No evidence of structure or organization
Parenthetical Citation (APA Style)		Appropriate information and sources are cited in body of text Citations done in the correct format with no errors	Information and sources are cited in body of text, but inconsistencies are evident	Citations absent
Bibliography (Reference Page)		References written in the correct format without errors Includes 5 appropriate major sources	References written in the correct format with minimal errors Includes 3-4 appropriate major sources	References written with many errors or absent Includes 0-2 appropriate major sources
Interview Score (15)		Evaluator's Comments:		
Total (15+35 = 50)				