

# Rubric for Written Case Study

Name of Team \_\_\_\_\_

Characteristics of Plan	Excellent 5	Above Average 4	Average 3	Below Average 2	Poor 1	Importance Factor	Points Earned
<b>Looked professional and was easily navigable</b> (e.g. table of contents; section dividers; page numbers; clear text references to appendices; appendices clearly labeled, etc.)	Well organized and professional; Extraordinary attention to detail	Above average appearance, attention to detail and ease of navigation	Average appearance, attention to detail and ease of plan navigation	Needs attention to appearance, attention to detail and ease of plan navigation	Haphazard construction. No attention to detail. Lacked any form Plan difficult to navigate	1	Rubric Rank x Importance Factor (1) = _____/5
<b>Included a summary to facilitate understanding and implementation</b> (e.g., executive summary, “to-do” list, timeline, etc.)	Integrated, clear, concise, responsible guidance with sound priorities	Summary or other tools provided, but not integrated OR lacked sufficient detail	Provided simple executive summary OR 5 Ws/how/how much table only	Summary not very helpful because it failed to prioritize tasks or lacked detail	Summary not included	1	Rubric Rank x Importance Factor (1) = _____/5
<b>Addressed client goals and questions;</b> Used them to guide the plan, even if the goal(s) was not achievable as originally stated by the client	All goals and questions were fully considered and/or planned for	Most goals clearly guided the plan and most questions fully addressed	Goals generally guide the plan; several questions overlooked	Some goals redefined without full regard for the client; Some questions overlooked	Many goals not addressed or inference that the goals were insignificant; Questions ignored	3	Rubric Rank x Importance Factor (3) = _____/15
<b>Was factually accurate</b> (e.g., data manipulation; related content)	All information is consistent, accurate, and fully integrated	Few, minor errors and only a major error in 1 content area	Multiple errors (major and minor) in 1-2 content areas	Errors in multiple content areas	Significant errors that compromise the plan	2	Rubric Rank x Importance Factor (2) = _____/10
<b>Provided accurate and transparent analysis</b> for cash flow; taxes; insurance (life, health, disability, LTC, P&C); retirement; estate; education and/or other special needs	Accurate and clear analysis and synthesis in most content areas	Accurate and clear analysis and synthesis, with only minor errors or omissions	Most analysis accurate, with only a major error in 1 content area or multiple minor errors/omissions	Some analysis inaccurate or incomplete, with several major and minor errors/omissions	Inaccurate or incomplete analysis of several content areas compromise the plan	3	Rubric Rank x Importance Factor (3) = _____/15

Name of Team \_\_\_\_\_

Characteristics of Plan	Excellent 5	Above Average 4	Average 3	Below Average 2	Poor 1	Importance Factor	Points Earned
<b>Provided clear, actionable recommendations</b> (5 Ws, how, how much) for cash flow; taxes; insurance (life, health, disability, LTC, P&C); retirement; estate; education and/or other special needs	Original and creative recommendations in most areas; alternative recommendations offered	Most recommendations clear and actionable; only a few alternatives offered	Most recommendations clear and actionable, with only minor errors/omissions	Some recommendations actionable; several major errors/omissions	Several recommendations are not clear or actionable; several major errors/omissions	3	Rubric Rank x Importance Factor (3) = _____/15
<b>“Spoke” to the client</b> (e.g., writing style, use of visuals, organization, emotional messages, compliments) to make the client feel known and understood by the advisors	Excellent empathic tone to support the client and foster the relationship	Several examples of client “connections” throughout the plan	Appropriate balance of factual data, with some warmth or client empathy and motivation	Ineffective attempts to connect with or motivate the client	Factual, impersonal tone; Lacked empathy to connect or motivate	1	Rubric Rank x Importance Factor (1) = _____/5
<b>Provided accurate answers</b> to the clients’ specific 18 questions that were provided at the end of the case study.	Complete and accurate answers to the client’s 18 questions. (18-15 correct).	Mostly complete and accurate answers to the client’s 18 questions. (14-11 correct).	Somewhat complete and accurate answers to the client’s 18 questions. (10-7 correct).	A few complete and accurate answers to the client’s 18 questions. (6-3 correct).	Mostly incomplete and inaccurate answers to the client’s 18 questions. (2-0 correct).	2	Rubric Rank x Importance Factor (2) = _____/10
<b>Provided accurate answers</b> to the clients’ specific 39 missing components on the financial statements.	Complete and accurate answers to the client’s 39 missing components on the financial statements. (39-32 correct).	Mostly complete and accurate answers to the client’s 39 missing components on the financials. (31-24 correct).	Somewhat complete and accurate answers to the client’s 39 missing components on the financial statements. (23-16 correct).	A few complete and accurate answers to the client’s 39 missing components on the financial statements. (15-8 correct).	Mostly incomplete and inaccurate answers to the client’s 39 missing components on the financial statements. (7-0 correct).	2	Rubric Rank x Importance Factor (2) = _____/10
<b>Total Written</b>							/90

### Rubric for Oral Presentation

Name of Team \_\_\_\_\_

Characteristics of Presentation	Excellent 4	Above Average 3	Average 2	Poor 1	Importance Factor	Points Earned
<b>Connection between recommendations and clients’ priorities/objectives</b>	Recommendations directly related to the clients’ priorities and objectives	Recommendations mostly related to the clients’ priorities and objectives	Recommendations only remotely related to the clients’ priorities and objectives	Recommendations did not relate to the clients’ priorities and objectives	2	Rubric Rank x Importance Factor (2) = _____/8
<b>Rationale/ Recommendations</b>	The relevant pros and cons of the recommendations were articulated	Most of the relevant pros and cons of the recommendations were articulated	Few of the relevant pros and cons of the recommendations were articulated	None of the relevant pros and cons of the recommendations were articulated	3	Rubric Rank x Importance Factor (3) = _____/12
<b>Clarity, Organization and Scope of Presentation (e.g., amount and level of content presented)</b>	Presented in a logical, interesting sequence at a level that the client could easily follow. Introduction of each team member.	Logical sequence and level that the client could follow	Client would most likely have difficulty following the explanation due to sequencing or level—too elementary or too sophisticated.	Client would not understand the plan due to issues with sequencing and scope of the presentation	2	Rubric Rank x Importance Factor (2) = _____/8
<b>Visuals: Appearance, Content and Use Should Enhance the Presentation (e.g., PowerPoint, handouts, computer-generated materials, etc.)</b>	Attractive, consistently formatted with a professional appearance (e.g. easily read, not cluttered or distracting); Appropriate content; No misspellings or grammatical errors	Nice, but lacked a professional appearance; Content (amount and/or usefulness) in question; Few misspellings, grammatical errors, or other issues with clarity.	Average appearance and issues with the scope of content; Several misspellings, grammatical errors, or other issues with clarity. Difficult to see, read, understand message.	Visuals were of poor quality and did not contribute to the plan presentation. <i>OR</i> NO visuals used.	2	Rubric Rank x Importance Factor (2) = _____/8

Name of Team \_\_\_\_\_

Characteristics of Presentation	Excellent 4	Above Average 3	Average 2	Poor 1	Importance Factor	Points Earned
<b>Delivery:</b> Eye contact, pace of delivery, gestures, movement, facial expressions, vocal variety, posture, lack of distracting mannerisms (verbal or other) or biases	Professional; made the client (judges) feel comfortable with no biases. Clear voice; careful pronunciation. Good eye contact with the clients. Appropriate gestures	Clear voice, with most words pronounced correctly. Maintained eye contact with clients. Few distractions (mannerisms or biases)	Punctuation not always clear; judges had difficulty hearing. Poor eye contact with judges. Some distractions (mannerisms or biases).	Mumbled or read; unclear pronunciation, and/or spoke too quietly/quickly for client to hear. Poor eye contact; distracting mannerisms or biases	2	Rubric Rank x Importance Factor (2) = _____/8
<b>Professional Appearance:</b> Appearance is neat, clean, professional and appropriate for the situation.	Personal appearance is professional and appropriate for the occasion. Attire was chosen to enhance presentation.	For the most part, personal appearance is professional and appropriate for the occasion.	Personal appearance is somewhat unprofessional and inappropriate for the occasion.	Personal appearance is unprofessional and inappropriate for the occasion: e.g. jeans, t-shirt.	1.5	Rubric Rank x Importance Factor (1.5) = _____/6
<b>Creativity:</b> with regard to visuals and oral presentation	Used lots of creativity in either the visual or oral presentation to help bring the recommendations to life and enhance understanding	Used some creativity in either the visual or oral presentation to help bring the recommendations to life and enhance understanding.	Used little creativity in either the visual or oral presentation to help bring the recommendations to life and enhance understanding.	Demonstrated no creativity in either the visual or oral presentation to help bring the recommendations to life and enhance understanding.	1	Rubric Rank x Importance Factor (1) = _____/4
<b>Involvement of all members in presentation and responding to questions (to extent judges’ questions permitted)</b>	All members were involved to approximately same degree in both presentation and responding to questions	All members were involved, although there was some imbalance among members in presentation and responses	There was a clear imbalance with at least one member contributing little to presentation and/or responses	There was a clear imbalance with one member dominating in both presentation and responding to questions	3	Rubric Rank x Importance Factor (3) = _____/12
<b>Total Oral</b>						/66

Total from Written presentation \_\_\_\_\_ + Total from Oral Presentation \_\_\_\_\_ = \_\_\_\_\_ out of 156

VCEE

2020

Governor's Challenge - Personal Finance Division

Name of team \_\_\_\_\_

All team scores from your Group    \_\_\_\_\_    \_\_\_\_\_    \_\_\_\_\_    \_\_\_\_\_    \_\_\_\_\_

Additional comments: