

PROFESSIONALISM RUBRIC

Learning Outcomes: Students will (a) apply appropriate communication methods to a variety of audiences, (b) exhibit appropriate dress and professional image, (c) demonstrate ethical behavior in work-related contexts, (d) develop methods for building effective work relationships, and (e) demonstrate an awareness of industry specific culture and values.

Criterion	Performance Levels		
	Experience & Exposure (Attending)	Reflection & Articulation (Writing)	Integration & Application (Presenting)
Communication Methods	Participates in events and experiences aimed at introducing participants to appropriate communication methods to a variety of audiences.	Describes appropriate communication methods for a variety of audiences.	Applies appropriate communication methods to a variety of audiences.
Dress and Professional Image	Participates in events and experiences aimed at introducing participants to the importance of appropriate dress and professional image.	Describes the importance of appropriate dress and professional image.	Exhibits appropriate dress and professional image.
Ethical Behavior	Participates in events and experiences aimed at introducing participants to ethical behavior in work-related contexts.	Describes ethical behavior in work-related contexts.	Demonstrates ethical behavior in work-related contexts.
Effective Work Relationships	Participates in events and experiences aimed at introducing participants to methods for building effective work relationships.	Describes methods for building effective work relationships.	Develops methods for building effective work relationships.
Industry Specific Culture and Values	Participates in events and experiences aimed at introducing participants to exposure to industry specific culture and values.	Describes an awareness of industry specific culture and values.	Demonstrates an awareness of industry specific culture and values.