Diffusion of Innovation: Innovation Section (Part IV) Instructor Review Rubric for xxxxx

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| **Excellent** | **Good** | **Acceptable** | **Needs significant Improvement** | **NOTES** |
| *Paragraph theses*  All/nearly all paragraphs have a clear and singular thesis/orientation/  topic | *Paragraph theses*  Most paragraphs have a clear and singular thesis/orientation/  topic | *Paragraph theses*  Half of paragraphs have a clear and singular thesis/orientation/  topic | *Paragraph theses*  Less than half of paragraphs have a clear and singular thesis/orientation/  Topic | Your thesis sentences are good. But, some paragraphs have multiple ideas (e.g., xxxxx). Review each paragraph and make sure it is making a strong, singular argument. |
| *Organization*  Part IV is well organized, separate ideas are separate, paper flows well | *Organization*  Part IV is mostly organized, separate ideas are usually separate, paper flows relatively well | *Organization*  Part VI is somewhat disorganized, ideas are sometimes jumbled together, flow is lacking | *Organization*  Part IV does not seemed outlined or organized, it is a jumble of ideas | The broader organization of this part is clear: need for public support, federal mandate, federal subsidies, state solutions. |
| *Specificity*  Strategy sufficiently articulates the who, what, where, when, and how | *Specificity*  Strategy mostly articulates the who, what, where, when, and how | *Specificity*  Strategy somewhat articulates the who, what, where, when, and how | *Specificity*  Strategy does not articulates the who, what, where, when, and how | Good revisions to your earlier draft: incorporating xxxxx and fall-back strategies. In your revision, continue to improve the specificity. Discuss what is currently being done and how you propose to move that effort forward. Here is some useful research. The first article is most interesting.  xxxxx  xxxxx  xxxxx |
| *Innovativeness*  Part IV adeptly describes why this strategy(ies) is different than what has been tried before | *Innovativeness*  Part IV partly describes why this strategy(ies) is different than what has been tried before | *Innovativeness*  Part IV begins to describe why this strategy(ies) is different than what has been tried before | *Innovativeness*  Part IV does not describe why this strategy(ies) is different than what has been tried before | After reviewing some current research (above), I did not find that innovators were focusing on xxxxx. Because these are the innovative aspects of your strategy, focus more on them (and less on how xxxxx). For instance, spell out the name of xxxxx and explain that the reason incorporating xxxxx is useful is that the organization operates in all 50 states and brings diverse voices—e.g., youth—into the conversation as opposed to just automakers, legislators, etc.  Shore up the state adoption of xxxxx argument with some current data: xxxxx |
| *Clarity*  Overall, the author’s proposal for action is clear, including the initial implementation steps (i.e., what to do now/next) | *Clarity*  Overall, the author’s proposal for action is mostly clear, including the initial implementation steps (i.e., what to do now/next) | *Clarity*  Overall, the author’s proposal for action is mostly clear, including the initial implementation steps (i.e., what to do now/next) | *Clarity*  Overall, the author’s proposal for action is not clear, particularly the initial implementation steps (i.e., what to do now/next) | Your paper argues that we need to persuade the public that xxxxx is a peril that requires legislation. You suggest infusing communities with change agents, but do not explain who those CAs are. They could be xxxxx and xxxxx members. These individuals are already “on mission” and they’re in—and relatively homophilous with—your diverse target audiences. So, as described above, crystalize how you’ll use xxxxx and xxxxx to push existing measures forward. (And use the word homophilous or homophily--demonstrate your expertise!).  In sum: states and the federal government are taking action now (as your research and mine show) but the general public is not actively pushing for these initiatives and we need them more involved. By incorporating xxxxx and xxxxx and focusing on a tri-part strategy of federal mandates, federal incentives, and state solutions, this problem could be solved.  32/40 |