


HCM 415 Milestone Three Rubric

Activity: 4-1 Final Project Milestone Three: SWOT Analysis


Course: HCM-415-X2405 Healthcare Strat Mgmt & Policy 21EW2

Name: Kim Davis

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
Overview	5 points Meets "Proficient" criteria and expertly balances brevity with required detail	4.5 points Provides a brief summary of the selected case study 	3.75 points Provides a summary of the selected case study, but response is verbose or has gaps in required detail	0 points Does not provide a summary of the selected case study	4.5 / 5

Criterion Feedback

You provided a summary of the case study, but please cite your case study.

Analysis: Policies	20 points	18 points	15 points	0 points	15 / 20
Meets "Proficient" criteria and makes nuanced inferences about the efficacy of organizational policies or strategic planning in addressing issues	Logically assesses how effectively organizational policies or strategic planning address the issue, justifying response	Assesses how effectively organizational policies or strategic planning address the issue, justifying response, but with gaps in logic, detail, or justification 	Does not assess how effectively organizational policies or strategic planning address the issue		

Criteria Exemplary Proficient Needs Improvement Not Evident Criterion Score

Criterion Feedback

You did not identify policies that could address this issue. These can be found in the case study. Please include evidence (citations and sources)!

Analysis: Mission and Vision	20 points	18 points	15 points	0 points	15 / 20
	Meets "Proficient" criteria and draws nuanced connections between organizational strategic planning and organizational mission and vision	Logically assesses the extent to which strategic planning around issue aligns with mission and vision, justifying reasoning with evidence and examples	Assesses the extent to which strategic planning around issue aligns with mission and vision, justifying reasoning with evidence and examples, but response is cursory or illogical or has gaps in justification	Does not assess the extent to which strategic planning around issue aligns with mission and vision	

Assesses the extent to which strategic planning around issue aligns with mission and vision, justifying reasoning with evidence and examples, but response is cursory or illogical or has gaps in justification ✓

Criterion Feedback

You are on the right track, but what are the organization's strategic plan related to its mission and vision? Now how does this connect with how management is going to fix the issue? Remember to include evidence (citations and sources)!

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
Analysis: SWOT	25 points Meets "Proficient" criteria and demonstrates exceptional insight into organizational strengths, weaknesses, opportunities, and threats	22.5 points Logically assesses organization's strengths, weaknesses, opportunities, and threats with regard to issue, substantiating claims with evidence and specific examples	18.75 points Assesses organization's strengths, weaknesses, opportunities, and threats with regard to issue, substantiating claims with evidence and examples, but with gaps in logic, detail, substantiation, or specificity of examples	0 points Does not assess organization's strengths, weaknesses, opportunities, and threats with regard to issue	22.5 / 25

Criterion Feedback

The weaknesses, opportunities and threats you identified are good. What about internal strengths related to the issue at hand?

Analysis:	25 points	22.5 points	18.75 points	0 points	18.75 / 25
Environmental Factors	Meets "Proficient" criteria and draws nuanced connections between environmental factors and delivery of care	Accurately identifies environmental factors contributing to issue and determines their impact on delivery of care based on SWOT analysis	Identifies environmental factors contributing to issue and determines their impact on delivery of care based on SWOT analysis, but response has gaps in accuracy or detail	Does not identify environmental factors contributing to issue and does not determine their impact on delivery of care based on SWOT analysis	

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
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Criterion Feedback

You discussed an internal environmental factors at play, but no external factors regarding the issue. How how would this affect day-to-day operations?

Articulation of	5 points	4.5 points	3.75 points	0 points	3.75 / 5
Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas ✓	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	

Criterion Feedback

Thank you for using APA and including references and citations. Make sure you are citing all of the sources on your reference list. Each source on your reference list should at have at least one corresponding citation in the body of your paper. Purdue OWL is a great resource <https://owl.english.purdue.edu/owl/resource/560/01/>.

Total 79.5 / 100

Overall Score

Exemplary

91 points minimum
Instructors should not modify this row (it will automate from the scores above). This score represents the average evaluation across all rubric criteria.

Proficient

76 points minimum
Instructors should not modify this row (it will automate from the scores above). This score represents the average evaluation across all rubric criteria.

Needs Improvement

1 point minimum
Instructors should not modify this row (it will automate from the scores above). This score represents the average evaluation across all rubric criteria.

Not Evident

0 points minimum
Instructors should not modify this row (it will automate from the scores above). This score represents the average evaluation across all rubric criteria.