

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
Analysis: Internal Resources	6.2 points Meets "Proficient" criteria and evaluation demonstrates nuanced understanding of roles and functions of business project teams.	5.58 points Comprehensively evaluates internal resources of company, including business project teams available to respond to opportunity or threat.	4.34 points Evaluates internal resources of company, including business project teams available to respond to opportunity or threat, but evaluation is cursory or inaccurate.	0 points Does not evaluate internal resources of company.	/ 6.2
Analysis: Communication	6.2 points Meets "Proficient" criteria and response demonstrates keen insight into communication approaches.	5.58 points Accurately assesses how information about situation has been communicated to stakeholders.	4.34 points Assesses how information about situation has been communicated to stakeholders, but with gaps in accuracy or detail.	0 points Does not assess how information about situation has been communicated to stakeholders.	/ 6.2
Analysis: Company Image	6.2 points Meets "Proficient" criteria and response demonstrates keen insight into relationship between situation and company image.	5.58 points Accurately assesses how situation has affected company's public image.	4.34 points Assesses how situation has affected company's public image, but with gaps in accuracy or detail.	0 points Does not assess how situation has affected company's public image.	/ 6.2