

Criteria	Exemplary	Proficient	Needs Improvement	Not Evident	Criterion Score
Recommendations: Business Project Teams	6.2 points Meets "Proficient" criteria and response demonstrates nuanced understanding of use of business project teams for addressing government incentives and regulations	5.58 points Clearly explains how business project teams can be efficiently engaged to obtain most favorable results for company, based on evaluation of available internal resources	4.34 points Explains how business project teams can be efficiently engaged to obtain most favorable results for company, but response is not based on evaluation or lacks clarity or detail	0 points Does not explain how business project teams can be efficiently engaged to obtain most favorable results for company	/ 6.2
Recommendations: Communication	6.2 points Meets "Proficient" criteria and response demonstrates keen insight into use of communication approaches to mitigate situations that could negatively impact company image	5.58 points Recommends appropriate communication approaches or strategies designed to mitigate impact of negative information about business, based on assessment of business's public image	4.34 points Recommends communication approaches or strategies, but approaches are not appropriate for mitigating impact of negative information about business or are not based on assessment of business's public image	0 points Does not recommend communication approaches or strategies	/ 6.2
Recommendations: Solution	6.2 points Meets "Proficient" criteria and response demonstrates keen insight into determining effective solution for addressing business challenges	5.58 points Determines effective solution for business in current situation, based on previously described courses of action and impacts	4.34 points Determines solution for business in current situation, but solution is not effective or is not based on courses of action and impact	0 points Does not determine solution for business in current situation	/ 6.2