GEOG 4230/5230: Location Intelligence
Phase 2 Report Evaluation Rubric

Name(s): _____

Part A: Report Components	Excellent	Satisfactory	Weak	Poor
1. Problem Statement	Well-written and interesting, defining a clear, compelling, and well-written question that strongly reflects an understanding of the project scenario and problem to be solved.	Generally well-written and interesting, including an adequately defined research question that reflects the project scenario and problem to be solved.	Adequately written, but does not hold the reader's interest, and leaves the research question weakly defined and loosely connected to the project scenario and problem to be solved.	Is poorly written, uninteresting, and lacks a research question, with minimal or no connection to the project scenario and problem to be solved.
2. Analytical Choices & Details: Methods & Data	Methods and data are well-justified & clearly explained.	Methods and data are moderately justified & explained.	Methods and data are minimally justified & explained.	Methods and data are not justified or explained.
3. Results	Results are presented and explained clearly and concisely, and are well-linked to both the research question and the course. Relevant limitations to analysis are discussed.	Results are adequately presented and explained, and are mostly well-linked to the question and the course. Limitations covered.	Results are presented and explained minimally, and are partially linked to both the research question and the course. Limitations mentioned.	Results are not presented nor explained, and are not linked to the research question or the courses. Limitations not mentioned.
4. Conclusion & Recommendations	Evaluates and summarizes the research and its significance extremely well. Provides clear recommendations.	Generally evaluates and summarizes the research and its significance well. Provides adequate recommendations.	Weak evaluation and summary of the research and its significance, with minimal recommendations.	Does not evaluate or summarize the research and its significance, and provides no clear recommendations.
5. Report as a True Business Pitch	Powerful & factual sales package that can truly persuade management.	Useful & factual sales package that makes a good case for action.	Bare minimum package that provides a weak justification for action.	Insufficient as a tool to persuade management to act.
Part B: Overall Report Quality	**Excellent**	**Satisfactory**	**Weak**	**Poor**
1. External Source Citations	All non-original ideas are well-referenced in-text and in a well-formatted reference list	Most non-original ideas are well referenced in-text and in a reference list	Many statements are unsubstantiated and/or there are important reference list issues	References are not cited to support statements and/or the reference list is done poorly
2. Writing	All paragraphs are well-constructed, and there are no grammatical, spelling or punctuation errors.	Most paragraphs are well constructed, and there are few grammatical errors.	Paragraphs are typically not constructed well. Many grammatical or spelling errors.	Sentences within paragraphs do not relate to each other. Far too many grammatical or spelling errors.
3. Graphics	All figures and tables are well-designed and executed, and make useful contributions to the paper	Most figures and tables are well designed and executed, and add something useful	Some figures and tables are not well designed or executed, and make minor contributions	Many figures and tables are not well-designed or executed and do not contribute to the paper
4. Organization	Report is clearly and logically organized in sequence	Report is mostly well organized in sequence	Some sections or themes are presented outside of a clear and logical sequence	Many sections and themes are presented outside of a clear and logical sequence
5. Length	Keeps within 4-5 pages of text and graphical material limit.	--	--	Does not keep within 4-5 pages of text and graphical material limit.

Comments (e.g., what worked well, what could be improved):

Overall Score:

Number of "Excellent" Ratings = _____ x 10 = _____

Number of "Satisfactory" Ratings = _____ x 8 = _____

Number of "Weak" Ratings = _____ x 6 = _____

Number of "Poor" Ratings = _____ x 4 = _____

Grand Total = _____ /100