

IPR + PAGE CASE STUDY COMPETITION JUDGING RUBRIC

CASE STUDY (80%)

Writing Objectively

In this portion, all should be objectively written and free of the opinion of the students. This includes the ability to:

- Separate facts from assumptions
- Avoid making conclusions that are not backed and supported by credible, secondary sources
- Avoid talking about what the enterprise “should have done”
- Uses unbiased language and cites supporting evidence when claiming something to be fact

<p>IDENTIFICATION AND ANALYSIS OF THE CASE (30%):</p> <p>CRITERIA:</p> <ul style="list-style-type: none">• Demonstrates a strong understanding of the topic• Identified case is timely and relevant, and has relevancy for communicators• Provides an in-depth and clear understanding of the situation from all angles and stakeholders, including key events and a timeline• Includes the overall relevance and significance of the issue• Includes the most important facts and considerations surrounding the case <p>Note: Does not include the <i>business</i> or <i>communication</i> actions</p>	<p>Scoring criteria: ___/10</p> <p>Points Breakdown:</p> <p>1-2 Points: Weak</p> <ul style="list-style-type: none">• The case is somewhat timely or relevant but lacks clarity or depth.• Analysis is superficial, missing key perspectives and events. <p>3-4 Points: Basic</p> <ul style="list-style-type: none">• The case is timely and relevant, but shallow.• Includes some key facts and events but lacks thoroughness. <p>5-6 Points: Satisfactory</p> <ul style="list-style-type: none">• The case is timely and relevant with a reasonably clear understanding.• Covers most important facts/events with a clear but somewhat incomplete understanding. <p>7-8 Points: Good</p> <ul style="list-style-type: none">• The case is highly relevant with a thorough analysis from key angles.• Provides and covers all significant events and facts. <p>9-10 Points: Exceptional</p> <ul style="list-style-type: none">• The case is exceptionally relevant with an in-depth, comprehensive analysis.• Includes a complete timeline of the facts and events and thoroughly covers all critical facts and relevance.
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<p>THE BUSINESS ACTION (15%):</p> <p>CRITERIA:</p> <ul style="list-style-type: none"> • Identified case is significant to the business, rather than an isolated incident • Demonstrates a solid understanding of how the situation impacts the long-term strategy of the business or enterprise, including its competitive positioning • Dives deep into the business impacts of the case by identifying the role of the CCO and the repercussions on the enterprise, which may be financial, operational or reputational, among others • Considers the impact on stakeholders including employees, customers, shareholders, and partners 	<p>Scoring criteria: ____/10</p> <p>1-2 Points: Weak</p> <ul style="list-style-type: none"> • The case lacks business significance, appearing isolated with minimal impact. • Demonstrates little understanding of financial, operational, or reputational repercussions and/or stakeholder impact. <p>3-4 Points: Basic</p> <ul style="list-style-type: none"> • The case is somewhat relevant, but lacks understanding of the business strategy and impact. • Demonstrates a basic understanding of the case, with superficial analysis of impacts on stakeholders and business. <p>5-6 Points: Satisfactory</p> <ul style="list-style-type: none"> • The case is relevant, with a good understanding of its impact on the business and strategy. • Identifies key repercussions but lacks thorough analysis of stakeholders/business impact. <p>7-8 Points: Good</p> <ul style="list-style-type: none"> • The case is significant, with a detailed and insightful analysis of business impact and strategy. • Thoroughly explores financial, operational, and reputational repercussions and stakeholder impact. <p>9-10 Points: Exceptional</p> <ul style="list-style-type: none"> • The case is highly significant with clear, strategic relevance to the business. • Provides a deep, comprehensive analysis of all key impacts, including stakeholder and business.
<p>THE COMMUNICATION ACTION (15%)</p> <p>CRITERIA:</p> <ul style="list-style-type: none"> • Thoroughly addresses how the enterprise communicates about the situation to various stakeholders, including the channels and messages 	<p>Scoring criteria: ____/10</p> <p>1-2 Points: Weak</p> <ul style="list-style-type: none"> • Fails to address how enterprise communicates; missing significant details on key stakeholders, appropriate channels, and/or messaging. • Neglects stakeholder reactions and societal and/or industry impact <p>3 – 4 Points: Basic</p> <ul style="list-style-type: none"> • Incomplete with gaps in key stakeholders, appropriate channels, or messaging, etc.

<ul style="list-style-type: none"> • Considers the reactions and responses of a wide range of stakeholders, both internal and external • Addresses how the case impacts society and/or the communication industry as a whole • Considers the timeliness, consistency, and responsiveness of the organization 	<ul style="list-style-type: none"> • Limited consideration of stakeholder reactions and societal and/or industry impacts. <p>5 – 6 Points: Satisfactory</p> <ul style="list-style-type: none"> • Adequate but has some gaps in key stakeholders, appropriate channels, or messaging, etc. • Covers key stakeholder reactions with basic acknowledgment of societal and/or industry impact. <p>7-8 Points: Great</p> <ul style="list-style-type: none"> • Effectively covers most stakeholders and the channels, messaging, etc. • Addresses key stakeholder reactions and addresses societal and/or industry impact. <p>9-10 Points: Exceptional</p> <ul style="list-style-type: none"> • Exceptionally thorough and covers all the stakeholders and the channels, messaging, etc. Addresses stakeholder reactions exceptionally well and thoroughly addresses societal and industry impact.
<p>ORGANIZATION AND CASE PRESENTATION (10%)</p> <p>CRITERIA:</p> <ul style="list-style-type: none"> • Clear and well-written • Logical flow of the case study with a clear and coherent structure • Appropriate use of headings and subheadings • Easy to read, engaging and informative • Lack of spelling and grammar errors • Succinct and concise with streamlined information • Well-organized and flows well <p>Note: If a paper is deficient in this area, additional points may be removed.</p>	<p>Scoring criteria: ___/10</p> <p>1-2 Points: Weak</p> <ul style="list-style-type: none"> • Unclear and poorly written, multiple spelling and grammar errors, making it difficult to understand the main points and arguments. • Lacks a logical flow and coherent structure, with little to no use of headings and subheadings, leading to a disorganized presentation of information. <p>3-4 Points: Basic</p> <ul style="list-style-type: none"> • Understandable but basic, with some clarity in the writing, along with grammar and spelling errors, though it may contain awkward phrasing or repetitive language. • Basic structure with headings and subheadings, but the flow of information is uneven, causing the judge to lose focus or struggle with the narrative. <p>5-6 Points: Satisfactory</p> <ul style="list-style-type: none"> • The writing is generally clear and easy to follow, with only occasional lapses in clarity or minor errors. • Satisfactorily organized with a logical flow, appropriate use of headings and subheadings,

	<p>and minimal disruptions to the reader’s engagement.</p> <p>7-8 Points: Great</p> <ul style="list-style-type: none"> Well-written, clear, and engaging, with smooth transitions between sections, making it easy to read and informative. Well-organized, with a coherent structure that uses headings and subheadings effectively. The information flows logically and keeps the reader engaged throughout. <p>9-10 Points: Exceptional</p> <ul style="list-style-type: none"> Writing is exceptionally clear, concise, and polished, free from spelling and grammar errors as well as highly engaging and informative. Impeccably organized, with a seamless flow of information that is both succinct and comprehensive. The use of headings and subheadings enhances readability, and the document is streamlined for maximum impact.
<p>QUALITY OF RESEARCH AND CITATION/INCLUSION OF SOURCES (10%)</p> <p>CRITERIA:</p> <ul style="list-style-type: none"> Support for all evidence presented with all claims cited Quality of research sources that are relevant and credible Consistency and thoroughness of citation format in the text and in references <p>Note: If a paper is deficient in this area, additional points may be removed.</p>	<p>Scoring criteria: ___/10</p> <p>1-2 Points: Weak</p> <ul style="list-style-type: none"> Numerous claims lack citations or they are missing key information, leading to unsubstantiated arguments. Sources are either irrelevant, non-credible, or largely absent, weakening the study's validity. <p>3-4 Points: Basic</p> <ul style="list-style-type: none"> Some claims are supported, but many lack proper citations, leaving gaps in credibility. A mix of relevant and non-credible sources, with inconsistencies in the reliability of the research. Included citations are formatted inconsistently. <p>5-6 Points: Satisfactory</p> <ul style="list-style-type: none"> Most claims are supported by citations, but a few may lack direct evidence, resulting in a generally credible presentation. Sources are generally credible and relevant, though some weaker sources may be present; citations are mostly formatted properly and consistently. <p>7-8 Points: Great</p>

	<ul style="list-style-type: none"> • Claims are consistently supported by well-cited evidence, enhancing credibility. • Credible, relevant sources that are thorough, formatted properly and used consistently and effectively, contributing to a strong argument. <p>9-10 Points: Exceptional</p> <ul style="list-style-type: none"> • All claims are thoroughly supported with precise, relevant, properly formatted citations, ensuring maximum credibility. • High-quality, relevant sources are consistently used, fully supporting the study's arguments.
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ASSESSMENT (15%)

In this section, students should provide thoughtful insights on key issues, applying the case study to both the IPR and Page missions. Students should note the complexity of the situation, avoiding the temptation to depict any stakeholders as heroes or villains. Evidence must be cited to support claims.

Maximum of 750 words

<p>CASE STUDY ASSESSMENT AND APPLICATION OF THE PAGE/IPR MISSIONS (15%)</p> <p>CRITERIA:</p> <p>Questions to answer:</p> <ul style="list-style-type: none"> • What organizational research do you wish you would have had to improve your understanding of this case study? • Based on secondary research, evaluate the organization's approach, highlighting strengths and identifying potential areas for improvement. • How can the Page Principles, the Page Model, or IPR/Page 	<p>Scoring criteria: ___/10</p> <p>1-2 Points: Weak</p> <ul style="list-style-type: none"> • No clear understanding or rationale provided. • There is minimal evidence of critical thinking; the analysis lacks depth and fails to demonstrate an understanding of the complexities of the case. <p>3-4 Points: Basic</p> <ul style="list-style-type: none"> • Incomplete or lacks a clear connection to the analysis. • Some critical thinking is evident, but the analysis is superficial and fails to address all key thoroughly. <p>5-6 Points: Satisfactory</p> <ul style="list-style-type: none"> • Reasonable understanding with some minor gaps or areas lacking detail. • Adequate critical thinking is demonstrated, with a generally thorough analysis and consideration of key issues, but some areas could be more deeply explored. <p>7-8 Points: Great</p>
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<p>thought leadership/research be applied to the issue?</p> <ul style="list-style-type: none"> • What are some questions that can be used to guide other students in a critical reflection of this case study? 	<ul style="list-style-type: none"> • Clear understanding of the analysis and case study objectives. • Strong critical thinking is evident, with a thorough and insightful analysis that addresses key issues and explores alternative solutions effectively. <p>9-10 Points: Exceptional</p> <ul style="list-style-type: none"> • Exceptionally well-understood and clearly aligned with the case study. • Exceptional critical thinking is demonstrated, with an in-depth analysis that not only addresses all key issues but also considers a range of perspectives.
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SLIDE DECK (5%)

<p>PRESENTATION DECK (5%)</p> <p>Note: Should be in a PDF format with no more than 10 slides</p> <p>CRITERIA:</p> <ul style="list-style-type: none"> • Outlines the communication and business issue described in the case • Design of the slide presentation and case study are complementary and hold together as a package (i.e., font, key visuals, color scheme) • Visually appealing, with a consistent theme and color scheme • Fonts are readable, and the use of images, graphs, and charts is effective and relevant • Slides are well-organized, avoiding overcrowding, and 	<p>Scoring criteria: ___/10</p> <p>1-2 Points: Weak</p> <ul style="list-style-type: none"> • Fails to outline the case study clearly, and the content is superficial or confusing. • Design is unattractive and inconsistent, with poor readability, cluttered slides, and minimal effective use of visuals. <p>3-4 Points: Basic</p> <ul style="list-style-type: none"> • Outlined in a basic manner with limited depth and clarity, addressing only some aspects of the topic. • Basic visual elements, but the theme and color scheme are inconsistent, and the presentation is only somewhat organized with minor readability issues. <p>5-6 Points: Satisfactory</p> <ul style="list-style-type: none"> • Outlined clearly with reasonable depth, though some aspects may lack full detail or explanation. • Design is visually appealing with a consistent theme and color scheme, and fonts and visuals are generally effective, though there might be minor improvements needed. <p>7-8 Points: Great</p> <ul style="list-style-type: none"> • Thoroughly outlined with a strong understanding and effective coverage of key aspects, providing a clear and coherent analysis.
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<p>has appropriate style/grammar</p> <ul style="list-style-type: none">• Flows logically and includes the key points• Designed to support a classroom discussion	<ul style="list-style-type: none">• Visually appealing with a well-coordinated theme and color scheme, with clear, readable fonts and effective use of images, graphs, and charts. <p>9-10 Points: Exceptional</p> <ul style="list-style-type: none">• Expertly outlined with exceptional clarity and depth, providing a comprehensive and insightful understanding of the topic.• Highly visually appealing, with a cohesive theme, excellent readability, and outstanding use of visuals, enhancing the overall effectiveness of the content.
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FINAL QUESTION FOR JUDGES: Is this an award-winning case study?

- Yes
- Possibly
- No