

Name:

20Time 60-Second Pitch Rubric

	Intern (Beginner, 3 pt.)	Employee (Proficient, 4 pt.)	Boss (Advanced, 5 pt.)
Project idea	Idea is interesting/fun, but seems already familiar to student. Doesn't pose a real challenge. A reasonable choice, but not the most worthwhile use of this time.	Idea is personally meaningful and will present a real challenge. A good choice that will provide a worthwhile use of this time.	Idea is epic. The project has the potential to be useful in other endeavors and/or benefit others. This idea fully embraces the innovative spirit of this assignment.
Motivation behind idea	Motivation is unclear or barely mentioned. Seems like the student is going through the motions, rather than genuinely interested.	Motivation is identified and interesting to the audience. The motivation is clear and logical, but not inspired.	Motivation is described in entertaining detail that excites the audience. It seems this project could potentially be life-changing for this person.
Thoughtfulness of plan	Understands what will be needed to accomplish this task, but answers to query questions are vague, lack detail. More research/planning needed.	Has thought through many of the resources and/or obstacles of the project and is at ease during questioning. Can answer all questions, but doesn't elaborate.	Demonstrates full knowledge by answering all audience questions with explanations and elaboration. Has clearly thought through all elements of this project.
Relevancy to language arts	Project has a clear, but thin connection to language arts. The project is really about something else with an ELA component thrown in as an after-thought.	Project has a clear and logical ELA element and will help this student sharpen a variety of reading, writing, and/or communication skills.	Project is primarily ELA-focused and will help this student develop mastery of reading, writing, and/or communication skills. Project moves beyond this classroom.
Speaking style	We can hear the student clearly, but eye contact is limited. Voice lacks drama and speaker rarely varies tone, volume, or inflection. Body language is stiff.	We can hear the student clearly and eye contact is good. Speaker attempts to vary tone, volume, or inflection of voice. Body language is relaxed.	Student draws in the audience with eye contact, an engaging, story-telling voice, and dynamic body language. Doesn't overdo any of these elements.
Enthusiasm; Professionalism	Student shows little or mixed feelings about his/her project. Audience is not excited about the proposed project because the student doesn't seem enthused.	Student shows some enthusiasm about his/her project. Audience is cautiously hopeful that the proposed project will be fruitful for the student.	Student is on fire for this project. The presentation makes us want to stop what we're doing and help the student accomplish his/her goal.

out of 30 possible points

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