


 Southern New Hampshire University
IT 385 Final Project Milestone One Rubric

Create a needs assessment that addresses the following:

1. Explain the key features of the product on which your users will be trained.
2. Explain how the content of the manual will address the needs of end users at various levels of technical expertise.
3. Describe your manual and discuss how it will be comprehensive and logically organized.
4. Create an exemplar to showcase the specific training format and delivery method(s) appropriate for the target audiences. Be sure to include research or rationale to justify your formatting and delivery methods.

Guidelines for Submission: Milestone assignments must follow these formatting guidelines: double spacing, 12-point Times New Roman font, one-inch margins, and discipline-appropriate citations. Page length requirements: 3–4 pages.

Instructor Feedback: This activity uses an integrated rubric in Blackboard. Students can view instructor feedback in the Grade Center. For more information, review [these instructions](#).

Critical Elements	Exemplary (100%)	Proficient (85%)	Needs Improvement (55%)	Not Evident (0%)	Value
Executive Brief: Product or Service	Meets “Proficient” criteria and discusses additional features that may be of benefit to users	Comprehensively describes the product or service on which users will be trained and discusses the key features appropriate to the target audiences	Describes the product or service on which users will be trained, but does not discuss key features, or key features are not appropriate to the target audience	Does not describe the product or service on which users will be trained	20
Executive Brief: Content	Meets “Proficient” criteria and provides specific examples to substantiate claims	Explains the deliberate aspects of the manual that ensure that all levels of user technical expertise are addressed	Explains how the content of the manual addresses user needs, but does not address all levels of expertise	Does not explain how content of manual addresses user needs	20
Executive Brief: Artifact	Meets “Proficient” criteria and cites research to substantiate claims	Describes how the completed artifact is comprehensively and logically organized for training	Describes how the completed artifact is comprehensively and logically organized, but does not address the impact on training	Does not describe how the completed artifact is comprehensively and logically organized	20

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Executive Brief: Format and Delivery	Meets “Proficient” criteria and discusses why the chosen exemplar is more appropriate to the target audiences than other formats and delivery methods	Creates an exemplar that showcases the training format(s) and delivery method(s) appropriate for the target audiences and justifies formatting and delivery choices with research or rationale	Creates an exemplar that showcases the training format and delivery method(s) appropriate chosen for the target audiences, but does not justify formatting and delivery choices with research or rationale	Does not create exemplar that showcases the training format and delivery method(s) appropriate chosen for the target audiences	20
Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	20
Total					100%