

Beluga Whale PSA Rubric

	3 Excellent	2 Almost	1 Somewhat	0 Not Complete	Points
Research	Research questions are complete and well thought out. Additional information is provided.	Research is almost complete. A few questions could have been more complete.	Research is somewhat complete. A few questions were skipped and answers could have been more thorough.	Research is not complete. There is not enough information to do a PSA.	
PSA	PSA is 30-60 seconds long. The PSA grabs the attention of the audience immediately. The information is accurate, clear and concise.	PSA is 30-60 seconds long. The PSA grabs the attention of the audience. The information is mostly accurate, clear and concise.	PSA is 30-60 seconds long. The PSA somewhat grabs the attention of the audience. The information is somewhat accurate, clear and concise.	PSA is either too long or too short. The PSA does not grab the attention of the audience. The information is not accurate, clear or concise.	
Recommended Action	Recommended action is appropriate, clear, realistic and well thought out.	Recommended action is appropriate and realistic, but could be a bit clearer and better thought out.	Recommended action is somewhat clear, appropriate, realistic and well thought out.	Recommended action is not clear, realistic or well thought out.	
Cooperative Group Work	Always has a positive attitude about the task and the work of others. Is the one in the group who contributed the most knowledge, opinions and skills.	Usually has a positive attitude about the tasks and the work of others. Contributed a large amount of knowledge, opinions and skills to the group.	Has a somewhat positive attitude about the tasks and the work of others. Contributed a minimal amount of knowledge, opinions and skills to the group.	Did not cooperate well with others. Did not stay on task or help others to get work done. Was often negative about the work of others.	

Total Points