

Final Project

This is an individual project and you are asked to create

1. a communication opportunity or (a) message(s) that you have to deliver to members in the school community, and
2. a short report (300 words) where you are asked to explain your choices. The topic of the communication is “new safety guidelines”.

Prompt:

As an administrator in an elementary school in San Francisco, your task is to create one or more messages in the appropriate format to inform elementary teachers, students, and families about the new safety guidelines as decided by the San Francisco school district and cover any concerns or possible questions that may arise. The format of the message must match the communication channel you choose. You may need to consider attaching any visuals that you would use to deliver your message effectively. Your message(s) of any type need to follow the criteria of effective and efficient communication, such as the use of appropriate communication channels and the application of effective communication strategies.

Communication Rubric

	Outstanding (100 points)	Acceptable (75 points)	Needs Improvement (50 points)	Unsatisfactory (0 points)
Language (100 points)	The communication message(s) is/are clear, well structured, with no grammatical errors, and use(s) language appropriate to the target audience.	The communication message(s) is/are clear with a few grammatical errors and/or fairly structured with appropriate language for the target audience.	The communication message(s) is/are clear with a few grammatical mistakes but lack(s) in structure and appropriate language for the target audience.	The communication message(s) has/have not appropriate structure and language.
Communication strategies (100 points)	All appropriate communication strategies are applied.	A sufficient number of communication strategies are deployed.	A few communication strategies are used.	There are no communication strategies.

Communication channels (100 points)	The appropriate communication channel(s) and format(s) is/are selected.	The choice of the communication channel is acceptable, and the message follows the appropriate format for the channel.	The communication channel is not sufficient, but the message follows the appropriate format for the channel.	No communication channel.
Media (100 points)	Appropriate use of media in the communication message	Sufficient use of media in the communication message.	There are some media but they are not appropriate for the message.	No media

Report Rubric

	Outstanding (100 points)	Acceptable (75 points)	Needs Improvement (50 points)	Unsatisfactory (0 points)
Language and Structure	The report is comprehensive and well-structured without grammatical errors.	The report demonstrates acceptable language, is quite well structured, and has few grammatical errors.	The report needs improvement as to the language, or structure.	The report is not comprehensive.
Justification	The report provides sufficient evidence of understanding of the concepts covered in the module.	The report provides some evidence of understanding of the concepts covered in the module.	The report suggests that the learner has not developed an understanding of the concepts in the module.	The report does not include any justification.