

## Microfinance/Kiva.org Persuasive Team Presentation - Project Grading

\*Items are group grades; everyone will get the same grade. Other items will be assigned an individual grade.

**Group Decision /Project Selection** – emailed to instructor by deadline \* 5 points

**Research posted to LMS** 10 points  
(by deadline, content, quality, variety, description included?)

**Problem-Solving document posted to Team Discussion Page on LMS \*** 15 points  
(by deadline, content, quality, was each question addressed, logic, creativity)

**Powerpoint/multimedia presentation \*** 20 points  
(compelling? Creative? Logical/organized? Persuasive? Quality content? Formatting? Was the powerpoint the 'correct version' so that technology issues were minimized/eliminated before the presentation?)

**Presentation** 50 points

- Did it include all five steps of Monroe's Motivated Sequence?
- Was there sufficient balance between steps? (too much time, too little time)
- Attention-Getter: compelling? Related to topic? Creative?
- Transitions/Signposts between steps – Were they there? Smooth/flow? Effective?
- Need: did it have clear main points/divisions? Did it explain the problem effectively? Did it use logos (was it backed up by data, research, facts, statistics?) Did it provide a logical overview to the problem itself?
- Satisfaction: was it an actual solution? Did it address each parts of the problem presented in the Need section clearly? Was it a logical solution – will it 'fix' the problem? Creative? Detailed? Did the step include both logos and pathos?
  - Concrete Action: did your team do something/take a concrete step as part of the Satisfaction? Was it effective (or could it be)? Creative?
- Visualization: how was this portrayed? Did it allow the audience to really imagine the solution as effective? Creative? Compelling?
- Call-To-Action: was it specific? Did it actually motivate the audience to act?
- Credibility (ethos): How and when was this established? Was it effective?
- Delivery: was the team well-prepared? Did everyone know their 'parts'/sections? Non-verbals (voice: pitch, pace, tone, vocal variety; gestures; posture; eye contact). Did the team 'work well' together on stage? (for example, did they know who was speaking next/before them).
- Overall timing of each step: good balance between steps?
- Overall timing of presentation: significantly below 17 minutes or over 20 minutes?
- Persuasion: was this an effective persuasive presentation?

**Virtual Meetings (2)** 50 points

(were there 2? Were they each at least 15 minutes long? Did the team email links to instructor by deadline? Was the discussion effective/engaged/did it involve everyone? Did everyone contribute? Did it accomplish something?)

**Peer Evaluation** 15 points

**Self Evaluation** 10 points

(quality content? Did they follow the format in the Assignment? Submitted to correct location – posted on D2L Discussion Board or DropBox? Meet the deadlines?)