

Category	Exemplary (4 pts)	Proficient (3 pts)	Developing (2 pts)	Beginning (1 pt)
Content Accuracy & Evidence	Demonstrates deep understanding of school lunch politics, economics, and health; uses multiple credible sources (Pulitzer Center, cost-benefit analysis, research).	Accurate understanding with at least one strong reference to class resources or data.	Includes some relevant information but lacks clear evidence or misrepresents content.	Vague, inaccurate, or shows little connection to lesson content.
Message & Clarity	Clear, compelling message with strong call to action; communicates urgency and relevance to target audience.	Understandable message with some call to action.	Somewhat unclear or weakly connected to audience.	Confusing or absent message.
Creativity & Engagement	Highly engaging (creative visuals, sound, storytelling, or survey design) that captures audience attention.	Some engaging strategies used.	Limited engagement; may feel generic.	Flat, uninspired, or disengaging.
Civic Connection & Advocacy	Strongly addresses civic issues (equity, inclusion, governance, or policy); identifies stakeholders and shows pathways to change.	Addresses at least one civic dimension or stakeholder group.	Mentions civic/political issues vaguely.	No civic or political connection evident.
Collaboration & Presentation Quality	Seamless collaboration; polished, well-organized, professional product (clear video/audio quality or survey structure).	Good collaboration with minor issues; mostly clear and organized.	Collaboration or organization issues; incomplete product.	Minimal collaboration; disorganized or incomplete.