


Creating Assessments with Analytic Rubrics

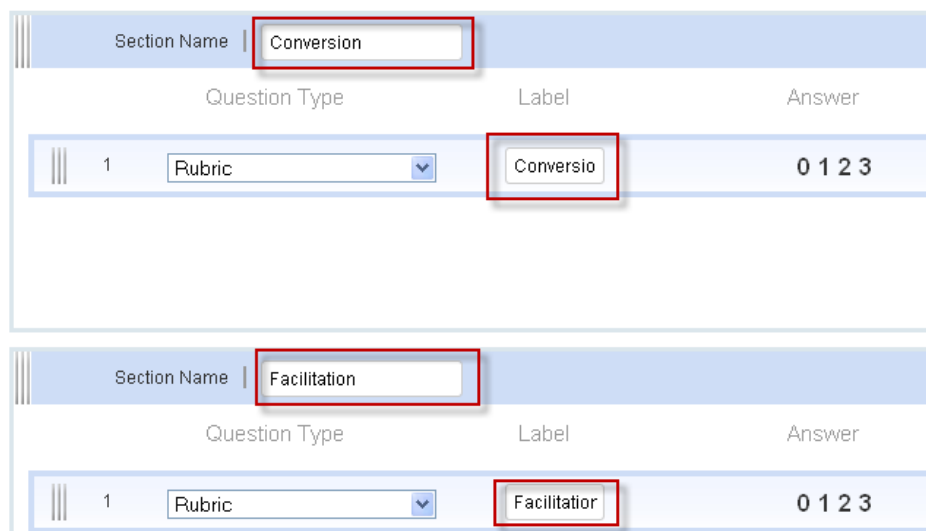
Some users are under the impression that DataDirector cannot handle essay questions with rubric scoring. In fact, this is quite the opposite. DataDirector plays nice with both holistic and analytic rubrics. In fact, there is one particularly nice way to set up an Answer Sheet Assessment so that educators have great reports.

For this example, I will be using the analytic rubric below:

The student will:	Proficient	Basic	Below Basic
Convert Customer Objections into Selling Points XIX.D.10	The student converts all customer objections into selling points.	The student converts most customer objections into selling points.	The student does not convert customer objections into selling points.
Facilitate Customer Buying Decisions XIX.D.5	The student helps facilitate the customer buying decision.		The student does not help facilitate the customer buying decision.

The trick here is to treat each row of the rubric as a different section. For my example, I'll need two sections. I create two sections by hitting the  button.

When I create my sections, I name the section AND the label with the corresponding row in the rubric.



The screenshot shows the DataDirector interface for creating sections. It displays two sections, each with a 'Section Name' field, a 'Question Type' dropdown, a 'Label' field, and an 'Answer' field. The first section is named 'Conversion' and has a label 'Conversio'. The second section is named 'Facilitation' and has a label 'Facilitator'. Both sections have a question type of 'Rubric' and an answer scale of '0 1 2 3'.

Creating an Answer Sheet Assessment in this manner will help with reporting. For example, when accessing the Classroom Performance Summary Report, users can click on the “view raw score link” to view the assessment with the 0,1,2,3 rubric scores.

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[Currently viewing percent score, click here to view raw score.](#)

MACUL Marketing Performance Assessment

You can see below that my report now shows how each student performed according to the criteria from the analytic rubric.

Conversion	Facilitation
1	1
3	3
1	2
1	2

If this were a larger rubric, the report would show more categories for each criterion.

Assessment	Conversion	Demonstration	Facilitation	Perscription	Recommendation
1	1	1	1	1	1
3	3	3	3	3	3
2	1	2	2	2	3
2	1	2	2	2	3