



## Civil Discourse Elevator Pitch Rubric

Criteria	Developing (1)	Proficient (2)	Exemplary (3)
<b>Articulates Purpose</b>	Mentions civil discourse but doesn't clearly explain its role or importance	Explains how civil discourse supports democratic skills or classroom learning	Clearly connects civil discourse to both democratic participation and effective teaching
<b>Uses Evidence</b>	Makes general claims without supporting details	References at least one benefit (e.g., increased engagement, knowledge retention, or civic preparation)	Draws on specific research or outcomes from the module (e.g., improved knowledge acquisition, prepares students for participation)
<b>Addresses Audience Concerns</b>	Focuses only on what the teacher wants to do	Acknowledges potential concerns (e.g., time, controversy) OR emphasizes student benefits	Addresses potential concerns while highlighting clear benefits for students and the classroom community
<b>Personal Connection</b>	Generic explanation that could apply to any teacher	Reflects the teacher's own classroom context or student population	Demonstrates authentic investment in the work with specific relevance to their teaching situation
<b>Total Score &amp; Comments:</b>			

