Southern New Hampshire University

PAD 631 Milestone One Guidelines and Rubric

Overview: In this milestone, you will select organizations and develop the Introduction section of your final project.

Prompt: In Module Two, you selected three public, nonprofit, or governmental organizations and researched their strategic management practices to make recommendations regarding effective strategies and best practices in strategic management. Refer to the Final Project Guidelines and Rubric for more detail about the final project.

Keep in mind that the target audience for your white paper is the leadership and management of a public or nonprofit sector organization; you should write the white paper with the idea that it could be presented to key decision makers in a governmental agency or public or nonprofit organization.

For this milestone, you will concisely describe the three organizations you will be comparing in your white paper. Make sure to include the organizational vision for each organization in your description.

Specifically, the following **critical elements** must be addressed:

I.   **Introduction:** Concisely describe the three organizations you will be comparing in your white paper. Make sure to include the organizational vision for each organization in your description.

Guidelines for Submission: Your draft of the Introduction portion of your final project should adhere to the following formatting requirements: a 1- to 2-page Microsoft Word document, double-spaced, using 12-point Times New Roman font and one-inch margins. You should use current APA-style guidelines for your citations and reference list.

Critical Elements	Proficient (100%)	Needs Improvement (90%)	Not Evident (0%)	Value
Describe	Concisely describes the three organizations being compared	Describes the three organizations being compared, but description is wordy or vague	Does not describe the three organizations being compared	45
Organizational Vision	Includes a discussion about the organizational vision for each entity	Includes a discussion about the organizational vision for each entity, but is inaccurate and/or missing details	Does not include a discussion about the organizational vision for each entity	45
Articulation of Response	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
			Total	**100%**