**Employee Engagement**

**Length: Paper: 4 - 5 double-spaced pages** (excluding title and references pages)

Prepare 4 - 5 page paper that 1) identifies two (2) best practices to effectively engage employees, 2) compares the best practices to the actual practices of a specific organization, 3) makes specific recommendations for that organization, and 4) identifies two (2) insights gained into employee engagement including specific actions to enhance leader effectiveness. Support your analysis with three (3) scholarly sources one of which may be your textbook.

The analysis should:

* Define and discuss two best practices from scholarly sources to motivate and engage employees.
* Assess how effectively one organization engages employees comparing and contrasting its efforts to the two best practices; support your description of the organization’s practices with evidence such as specific examples.
* Based on your analysis, make specific recommendations to enhance employee engagement in that organization.
* Discuss two insights gained into employee engagement including specific actions you will take as a leader to enhance your effectiveness in engaging employees.

**Rubric: Evaluation Criteria**

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| **Criteria**  | **Exemplary**  | **Proficient**  | **Developing**  | **Emerging**  |
| **Best Practices**  | **20 - 19** Clearly and concisely describes 2 best practices supported by citations of expert theories and research. Defines all key terms and comprehensively discusses why each practice is effective.  | **18 - 17** Fairly clearly describes 2 best practices mostly supported by citations of expert theories and research. Defines most key terms and discusses why each practice is effective.   | **16 - 15** Somewhat clearly describes 1 - 2 best practices supported by some citations of expert theories and research. May not define key terms and/or discuss why practices are effective.   | **14 - 0** Limited if any description of best practices supported by research or citations. Does not define key terms and/or discuss why practices are effective.   |
| **Organizational Practices**  | **20 - 19** Clearly and concisely compares and contrasts an actual organization’s efforts to engage employees with 2 identified best practices. Supports discussion with evidence such as specific examples for each actual practice.  | **18 - 17** Compares and contrasts an actual organization’s efforts to engage employees with 2 identified best practices. Supports discussion with evidence such as specific examples of actual practices.  | **16 - 15** Compares and contrasts an actual organization’s efforts to engage employees with 1 - 2 identified best practices. Somewhat supports discussion with evidence such as specific examples of actual practices.  | **14 - 0** Limited if any identification of an actual organization’s engagement practices and/or comparison to best practices. May not support discussion with evidence or specific examples  |
| **Recommendations**  | **20 - 19** Accurately uses findings of comparing best and actual organizational practices to make specific recommendations  | **18 - 17** Fairly accurately uses findings of comparing best and actual organizational practices to make fairly specific recommendations  | **16 - 15** Somewhat uses findings of comparing best and actual organizational practices to make general recommendations;  | **14 - 0** Recommendations if made to improve employee engagement are not based on findings of comparing best and actual organizational  |
|  | that would strengthen employee engagement.  | that may strengthen employee engagement.  | that may or may not strengthen employee engagement  | practices  |
| **Reflective Analysis**  | **20 - 19** Clearly and concisely discusses 2 insights gained into effectively engaging employees. Identifies specific actions to enhance leadership effectiveness in engaging employees.  | **18 - 17** Discusses 2 insights gained into effectively engaging employees. Identifies fairly specific actions to enhance leadership effectiveness in engaging employees.  | **16 – 15** Discusses 1 - 2 insights gained into effectively engaging employees. Identifies general actions to enhance leadership effectiveness in engaging employees.  | **14 – 0** Limited if any reflective analysis. May discuss 0 - 1 insights gained into into effectively engaging employees. May not identify actions to enhance leadership effectiveness in engaging employees  |
| **APA and Sources**  | **8** Uses 3 or more scholarly sources including 3 journal articles. Accurately adheres to APA standards; reference page and citations are correct. All sources listed in References are cited in paper  | **7** Uses 2 - 3 scholarly sources including 2 journal articles. . Adheres to APA standards; reference page and citations are correct with minor (1-3) errors. . All sources listed in References are cited in paper   | **6** Uses 1 - 2 scholarly sources including 1 journal article.. APA standards are somewhat followed in the paper and Reference page; the work of others is cited but with numerous errors. Sources listed in References and citations may not match  | **5 - 0** Uses 0 – 2 scholarly sources. Limited adherence to APA standards in the paper and Reference page; work of others may be cited but with multiple errors. Sources listed in References and citations do not match  |
| **Writing Mechanics**  | **12** Paper is logical and well-written; spelling, grammar and punctuation are accurate. Paper is the required length of 4 – 5 pages of content, and includes a correctly prepared title page.  | **11 - 10** Paper is logical and well-written but with minor (1 – 3) errors in spelling, grammar and/or punctuation. The content may be 5% too long or short; includes a correctly prepared title page.  | **9 - 8** Paper is somewhat logical and wellwritten but with several (4 – 10) errors in spelling, grammar and/or punctuation. Content may be 10% too long or short; and may not include a correctly prepared title page  | **7 - 0** The paper lacks clarity and may be confusing; may contain numerous (11+) errors in spelling, grammar and/or punctuation. The content may be 15% too long or short, and may not include a title page  |