

**HCM 415 Alternatives Journal Guidelines and Rubric**

After reading the Module Three reading materials, discuss in your own words how your case study’s organizational mission, vision, and values impact how the organization addresses its **directional strategies** and **strategic alternatives**.

Submit a journal assignment that evaluates how the organization incorporates directional strategies and strategic alternatives based on its mission and vision statements. In the evaluation, be sure to address the following:

- A. Summarize the **directional strategies and strategic alternatives** that the healthcare organization has available to it. Provide examples from the case study.
- B. Discuss how the organization connected its **selected directional strategies and strategic alternatives** to its mission, vision, and values. Provide examples from the case study.
- C. Evaluate the **implementation** of the directional strategies and strategic alternatives in light of the organization’s mission, vision, and values.

**Guidelines for Submission:** Submit assignment as a Word document with double spacing, 12-point Times New Roman font, and one-inch margins.

Critical Element	Exemplary (100%)	Proficient (90%)	Needs Improvement (75%)	Not Evident (0%)	Value
<b>Summary: Directional Strategies and Strategic Alternatives</b>	Meets “Proficient” criteria, and summary is exceptionally clear and concise	Briefly summarizes the directional strategies and strategic alternatives the healthcare organization has available to it, using examples from the case study	Summarizes the directional strategies and strategic alternatives the healthcare organization has available to it, but does not use examples from the case study, does not provide details that are relevant, or the summary is too wordy	Does not summarize the directional strategies and strategic alternatives the healthcare organization has available to it	35
<b>Selected Strategies</b>	Meets “Proficient” criteria and clearly describes the connection between selected strategies and mission, vision, and values	Discusses how the organization connected its selected directional strategies and strategic alternatives to its mission, vision, and values using examples from the case study	Discusses how the organization connected its selected directional strategies and strategic alternatives to its mission, vision, and values, using examples from the case study, but the connection is not clear, is illogical, or is incorrect	Does not discuss how the organization connected its selected directional strategies and strategic alternatives to its mission, vision, and values	30

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<b>Implementation</b>	Meets “Proficient” criteria, and evaluation is particularly insightful	Evaluates the implementation of the directional strategies and strategic alternatives in light of its mission, vision, and values	Evaluates the implementation of the directional strategies and strategic alternatives in light of its mission, vision, and values, but evaluation is cursory, lacks detail, or is illogical	Does not evaluate the implementation of the directional strategies and strategic alternatives	30
<b>Articulation of Response</b>	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	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	5
<b>Total</b>					<b>100%</b>