

Programming Rubric

| | Poor (1.0) | Average (2.0) | Good (3.0) | Excellent (4.0) | Specific Comments |
|---------------------------|---|---|--|--|-------------------|
| Pre-planning | Minimal or no time is spent thinking through program development. Last minute effort made to complete requirement. | Evidence of time planned for program implementation. No advice sought from senior staff or colleagues. | Ample time is planned for program implementation. Advice is sought from senior staff and colleagues. | Full interest of students in attending program idea is obtained. Program is planned at least two weeks in advance. | |
| Marketing | One or less marketing avenues are used. Marketing occurs less than two days prior to the program. | Two to three marketing avenues used. Evidence of some time and effort put into publicizing. | Three or more marketing avenues used. Ample time and effort put into publicizing. | All marketing avenues are utilized, including social media, print, bulletin boards, and personal invites. | |
| Finances | Request for funds and materials do not occur or occurs on the day or day before the event. Shopping receipt and / or change is not returned or not in a timely manner. | More emphasis placed on funding and giveaways (e.g., food, prize, etc.) rather than program substance. Cost is \$10.00 - \$20.00 per student. | Proper requests are submitted at least a week in advance. Cost is roughly \$10.00 per student. Receipts submitted promptly. | Funds and materials are requested at least two weeks in advance. Cost is less than \$10.00 per student. | |
| Evaluation | Follow-up evaluation does not occur. Student feedback is not obtained. | Quick evaluation is given, but without much insight. Follow-up with students is minimal. | Evaluation is completed with recommendations. At least half of student attendees give feedback. | Thoughtful recommendations with attendee opinions included. Majority of student attendees give feedback. | |
| Overall assessment | Minimal effort and time put into the program. Little to no attendance due to a lack of effective marketing. Program expensive due to failure to encourage attendance. No effort to create student interaction and engagement opportunities. | Program requirements are met, but not exceeded. Minimal attendance of no more than 10 people. Few participants provided feedback. Program cost more than anticipated or program outcomes did not justify costs. | Program planned well in advance and attended by more than 10-15 people. Positive and ample feedback provided from participants. Program costs in line with desired outcomes. | Program idea is provoking, well thought out, and appealing to students. Publicity is thorough, creative, and eye-catching. Expenses well justified given attendance and student development and learning outcomes. | |



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