

IDC Marketing & Public Relations Master Rubric

Competency	Distinguished	Proficient	Needs Improvement	Unsatisfactory	Unable to Assess
<p>MPR1: Develop and/or implement strategic marketing and/or public relations strategies to build or sustain a high-quality program.</p>	<p>Produces and/or puts into effect strategic marketing and/or public relations strategies to build or sustain a high-quality program.</p>	<p>Community needs assessment, in accordance with program development, is effectively developed and/or implemented.</p> <p>Program marketing, including marketing materials, media interviews, social media presence, and press releases are effectively planned and implemented.</p> <p>A comprehensive business plan inclusive of marketing and/or public relations is developed.</p>	<p>Community needs assessment is developed and/or implemented.</p> <p>Program marketing, including either marketing materials, media interviews, social media presence, and press releases are planned and implemented.</p> <p>A business plan inclusive of marketing and/or public relations is developed.</p>	<p>Community needs assessment is partially developed and/or implemented.</p> <p>Program marketing or press releases are planned and implemented.</p> <p>An incomplete business plan is developed.</p>	
<p>MPR2: Collaborate with families and stakeholders in ongoing development, implementation, assessment, and revision of the center’s strategic/business plan.</p>	<p>Supports others in consistently working with families and stakeholders in ongoing development, implementation, assessment, and revision of the center’s strategic/business plan.</p>	<p>Identifies comprehensive strategies to involve multiple stakeholders in developing and/or reviewing the center strategic/business plan.</p>	<p>Identifies strategies to involve multiple stakeholders in developing and/or reviewing the center strategic/business plan.</p>	<p>Identifies inaccurate or ineffective strategies to involve multiple stakeholders in developing and/or reviewing the center strategic/business plan.</p>	
<p>MPR3: Evaluate the cost-benefit of marketing and/or public relations strategies in order to achieve desired goals.</p>	<p>Uses assessment data to justify the cost-benefit of marketing and/or public relations strategies and aligns justification to specific strategic goals</p>	<p>Evaluates, using evidence-based resources and strategies, the cost-benefit of different marketing and promotional strategies in support of desired goals.</p>	<p>Evaluates the cost-benefit of different marketing and promotional strategies in support of desired goals.</p>	<p>Evaluates the cost-benefit of different marketing and promotional strategies.</p>	

Level I—Beige

Level II—Blue

Level III—Purple