

IDC Marketing & Public Relations Master Rubric

Competency	Distinguished	Proficient	Needs Improvement	Unsatisfactory	Unable to Assess
<p><u>MPR1:</u> Develop and/or implement strategic marketing and/or public relations strategies to build or sustain a high-quality program.</p> <p>IDC: MPR Intro, MPR1, MPR2, MPR3, MPR4, MPR5, MPR6</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>Produces and/or puts into effect marketing and/or public relations strategies to build or sustain programs.</p>	<p>Attempts to put into effect marketing and/or public relations strategies.</p>	<p>Produces and/or puts into effect detrimental marketing and/or public relations strategies that hinder program sustainability</p>	
<p><u>MPR2:</u> Collaborate with families and stakeholders in ongoing development, implementation, assessment, and revision of the center’s strategic/business plan.</p> <p>IDC: LA1</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>Works simultaneously and consistently with families and stakeholders in ongoing development and implementation of the center’s strategic/business plan.</p>	<p>Inconsistently works with families and stakeholders in development and implementation of the center’s strategic/business plan.</p>	<p>Does not include families and stakeholders in development and/or implementation of the center’s strategic/business plan.</p>	
<p><u>MPR3:</u> Evaluate the cost-benefit of marketing and/or public relations strategies in order to achieve desired goals.</p> <p>IDC: MPR Intro</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>Uses assessment data to justify the cost-benefit of marketing and/or public relations strategies</p>	<p>Tries to justify the cost-benefit of marketing and/or public relations strategies</p>	<p>Does not incorporate evaluative data in deciding the cost-benefit of marketing and/or public relations strategies</p>	

Level 4—Beige

Level 5—Blue

Level 6—Purple