

IDC Marketing & Public Relations Master Rubric

Competency	Distinguished	Competent	Developing	Unacceptable	Unable to Assess
MPR1: Develop and/or implement strategic marketing and/or public relations strategies to build or sustain a high-quality program	Produces and/or puts into effect strategic marketing and/or public relations strategies to build or sustain a high-quality program	Produces and/or puts into effect marketing and/or public relations strategies to build or sustain programs	Attempts to put into effect marketing and/or public relations strategies	Produces and/or puts into effect detrimental marketing and/or public relations strategies that hinder program sustainability	
Competency	Distinguished	Competent	Developing	Unacceptable	Unable to Assess
MPR2: Collaborate with families and stakeholders in ongoing development, implementation, assessment, and revision of the center's strategic/business plan	Consistently collaborates with internal and external stakeholders to develop and revise the program/center's strategic plan.	Collaborate with internal and external stakeholders to develop and revise the program/center's strategic plan.	Attempts to collaborate with internal and external stakeholders to develop and revise the program/center's strategic plan.	Does not collaborate with internal and external stakeholders to develop and revise the program/center's strategic plan.	
Competency	Distinguished	Competent	Developing	Unacceptable	Unable to Assess
MPR3: Evaluate the cost-benefit of marketing and/or public relations strategies in order to achieve desired goals	Uses assessment data to justify the cost-benefit of marketing and/or public relations strategies and aligns justification to specific strategic goals	Uses assessment data to justify the cost-benefit of marketing and/or public relations strategies	Tries to justify the cost-benefit of marketing and/or public relations strategies	Does not incorporate evaluative data in deciding the cost-benefit of marketing and/or public relations strategies	

Level I—Beige

Level II—Blue

Level III—Purple