

## IDC Marketing & Public Relations Master Rubric

Competency	Distinguished	Competent	Developing	Unacceptable	Unable to Assess
<b>MPR1:</b> 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
<b>MPR2:</b> Collaborate with families and stakeholders in ongoing development, implementation, assessment, and revision of the center's strategic/business plan	Supports others in consistently working with families and stakeholders in ongoing development, implementation, assessment, and revision of the center's strategic/ business plan	Works simultaneously and consistently with families and stakeholders in ongoing development and implementation of the center's strategic/ business plan	Inconsistently works with families and stakeholders in development and implementation of the center's strategic/ business plan	Does not include families and stakeholders in development and/or implementation of the center's strategic/ business plan	
Competency	Distinguished	Competent	Developing	Unacceptable	Unable to Assess
<b>MPR3:</b> 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