

IDC Oral & Written Communication Master Rubric

Competency	Distinguished	Competent	Developing	Unacceptable	Unable to Assess
OWC1: Design and disseminate effective external communication artifacts	Consistently creates effective, substantive external communication artifacts and describes external communication dissemination processes to meet the varying needs of families and staff (online, hard copy, face-to-face)	Consistently creates effective, substantive external communication artifacts and describes external communication dissemination processes.	Attempts to create external communication artifacts and describes external communication dissemination processes.	Creates external communication artifacts that are general, confusing or disseminated in ways that do not consider the preferred communication styles and needs of families and staff	
Competency	Distinguished	Competent	Developing	Unacceptable	Unable to Assess
OWC2: Demonstrate formal presentation skills in professional forums	Models formal presentation skills in a variety of professional forums and supports these skills in other ECE professionals	Exhibits formal presentation skills in a variety of professional forums.	Assists others in delivering formal presentations in a variety of professional forums	Avoids presenting or presents inappropriately in public presentation forums	
Competency	Distinguished	Competent	Developing	Unacceptable	Unable to Assess
OWC3: Develop and/or implement policies supportive of effective internal communications	Promotes and advocates policies supportive of exemplary internal communications	Constructs and/or establishes policies supportive of effective internal communications	Tries to follow policies supportive of effective internal communications	Creates or implements ineffective or inappropriate internal communications	
Competency	Distinguished	Competent	Developing	Unacceptable	Unable to Assess
OWC4: Demonstrate effective communication and collaboration skills that reflect visionary leadership and supporting others in developing as professionals	Advocates and promotes effective communication and collaboration skills that reflect visionary leadership and supporting others in developing as professionals	Describes and models by example, effective communication and collaboration skills that reflect sound leadership and support others	Describes effective communication and collaboration skills	Describes or implements ineffective communication skills and/or practices that diminish or hinder collaboration	

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OWC5: Demonstrate advanced written communication skills	Written communication is stellar and can be used as a model Reflective of appropriate professionalism and context Free of grammatical and spelling errors	Written communication is consistent Reflective of appropriate professionalism and context Free of grammatical and spelling errors	Attempts to reflect appropriate professionalism and context Some grammatical and spelling errors	Written communication skills are careless and/or confusing	

Level I—Beige

Level II—Blue

Level III—Purple