

Judging Rubric for Writing Class 9

| Criteria | Above Average – Excellent (8-10 points) | Average (4-6 points) | Poor – Fair (0-3 points) | Points Earned |
|---|---|---|---|------------------|
| Planning—30% | | | | |
| Mission (10 points) | Entry has a clear and targeted mission to advance diversity and inclusion. | Concept has adequately formed mission. | Concept's mission is poorly formed and/or does little to advance diversity and inclusion. | |
| Goals and objectives (10 points) | Entry has clearly formed goals and objectives. | Goals and objectives are addressed in planning, yet would benefit from clearer articulation of purpose. | Entry has little to no defined goals and objectives. | |
| Target audience (10 points) | Audience is clearly defined, with consideration given to inclusion and diversity. | Average audience definition; would benefit from additional clarity of inclusion and diversity principles. | Audience is undefined and fails to give appropriate consideration to inclusion and diversity. | |
| Quality of materials and message—50% | | | | |
| Design/message (10 points) | Product is dynamic and engaging (well written, visually appealing, creative design, etc.) | Average level of engaging design and messaging | Product fails to appropriately engage (poor design/writing, etc.) | |
| Structure/flow (15 points) | Content is well organized and logical flow | Average structure and flow | Content is poorly structured | |
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| Marketing/promotion (10 points) | Marketing and promotion tactics successfully incorporated principles of diversity and inclusion and was successful in reaching target audience. | Marketing and promotion tactics adequately helped reach project goals and objectives. | Marketing and promotion plan was poorly formed; failed to successfully reach target audience. | |
| Stereotyping/bias (15 points) | Product is free of stereotyping and bias (i.e. harmful generalizations about cultural groups, racism, prejudice, etc.). | Product is mostly free of stereotyping and bias; some material is questionable. | Product contains content that could be perceived as stereotypical and/or biased against a group or groups. | |
| Evaluation—20% | | | | |
| Goals/objectives (10 points) | Project achieved stated goals and objectives. | Product adequately achieved goals and objectives. | Project failed to achieve stated goals and objectives. | |
| Addressing Diversity/Inclusion (10 points) | Entry has proven success in achieving greater diversity and inclusion. | Average level of success in achieving greater diversity and inclusion. | Entry fails to achieve greater diversity and inclusion. | |
| | | | | Total points |
| | | | | Rank (Gold/Silver/Bronze/None) |