

## 2018 YAM Portfolio Rubric

Criteria	Emerging	Developing	Proficient	Exceeds
<b>Report</b> <ul style="list-style-type: none"> <li>● Report is complete and thorough</li> <li>● Report is compiled and presented in an organized manner</li> </ul>				
<b>Proclamations and Endorsements</b> <ul style="list-style-type: none"> <li>● Schools/Teachers/Administrators</li> <li>● State Representatives</li> <li>● Local Officials/City Council Members</li> <li>● Community Members</li> </ul>				
<b>Awareness and Community Support</b> <ul style="list-style-type: none"> <li>● Events outside of schools</li> <li>● Sponsorships/Donations from businesses (free rental space, food for events, signage)</li> <li>● Partnerships and/or events with libraries, art centers, museums</li> <li>● Donated products to use during events or as giveaways</li> </ul>				
<b>Promotion</b> <ul style="list-style-type: none"> <li>● Print Media Coverage</li> <li>● Web Media Coverage/Social Media</li> <li>● Radio/TV Coverage</li> <li>● Examples of flyers, newsletters, email, postcards</li> <li>● Examples of communication with sponsors (thank you cards, gift baskets)</li> </ul>				
<b>Events</b> <ul style="list-style-type: none"> <li>● Exhibits</li> <li>● Activities/Special programs</li> <li>● Guest Artists</li> </ul>				
<b>Special Materials</b> <ul style="list-style-type: none"> <li>● Posters, postcards, buttons, banners, promotional items</li> <li>● Award certificates</li> <li>● Thank you notes</li> <li>● Follow up surveys</li> <li>● Reminder cards/emails</li> </ul>				
<b>Overall Aesthetic</b> <ul style="list-style-type: none"> <li>● Flow of the book is intentional and thoughtfully prepared</li> <li>● Purposeful and specific categorization</li> </ul>				
<b>Theme</b> <ul style="list-style-type: none"> <li>● A theme is evident throughout the book</li> <li>● The book's theme is relevant in presenting documentation</li> <li>● Creativity is apparent</li> </ul>				
<b>Artisanship</b> <ul style="list-style-type: none"> <li>● Book displays a high level of craftsmanship in visual presentation</li> </ul>				