

2019 YAM Portfolio Rubric

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