

Performance Rubric

To assist with your outreach assessment, this rubric has five different performance levels that you can assign to each current outreach practice.

1. **Integrated (INT):** The practice is a routine part of your organization’s outreach program. Your project or center has determined the best way to perform the practice and has systematized it, coordinating with other aspects of your project or center. A practice at this level is proactive, valued, and successful.
2. **Well-Developed (WD):** The practice has resources allocated, responsibilities are assigned, and the process is managed. The practice may still not be completed regularly, perfectly, or punctually, but it’s deliberate and proactive.
3. **In Development (DEV):** The practice is unorganized, unassigned, and has little to no resources committed to it. This doesn’t necessarily mean that it’s completely unsuccessful—it may just mean that one individual is performing the practice with very little assistance. Because of this, these practices are often inefficient, overdue, over budget, or just plain incomplete. A practice at this level is often performed in a reactive (rather than proactive) manner.
4. **Not Performed (NP):** The practice hasn’t been attempted by your organization, or hasn’t been accomplished for a long time. It doesn’t mean that the practice isn’t applicable, just that it’s been overlooked or set aside.
5. **Not Applicable (NA):** The practice, for any number of reasons, is impractical or not a viable option for your project or center. It’s possible that the viability of this practice will improve with time and planning, but it doesn’t apply to the organization’s current situation.

Strategic Practice	Description	Level				
		INT	WD	DEV	NP	NA
Identify collaborators	<i>Who is leading or contributing?</i>					
Identify mission	<i>Basic outreach content (90-sec)</i>					
Define target audiences	<i>Key stakeholders, groups</i>					
Define strategy	<i>Purpose/scope</i>					
Scan marketplace	<i>Opportunities/challenges</i>					
Define goals	<i>Specific/measurable targets</i>					
Create outreach brief	<i>1-2 pages communicating plan</i>					

Planning Practice	Description	Level				
		INT	WD	DEV	NP	NA
Create a timetable	<i>Milestones, dates, contingencies</i>					
Create a budget	<i>Staff, time, money, overhead</i>					
Select channels	<i>Social media, email, publicity...</i>					
Develop tactics/activities	<i>Promotion channels, actions</i>					
Create a workplan	<i>Map timetable w/ deliverables</i>					
Develop messaging	<i>Elevator pitch, talking points</i>					
Establish spokespeople	<i>Credible messengers</i>					

Execution Practice	Description	Level				
		INT	WD	DEV	NP	NA
Project management	<i>Use of brief, workplan, budget</i>					
Develop promo materials	<i>One-sheet, website</i>					
Build partnerships	<i>Strategic relationships</i>					
Train spokespeople	<i>Consistent communications</i>					
Timely communications	<i>Contacts, news tie-ins</i>					
Measure impact	<i>Qualitative/quantitative data</i>					
Analyze/report results	<i>Report value, insights, lessons</i>					
Adjust your plan	<i>Prepare for next steps</i>					