

PTA Advocacy Spotlight Application Scoring Rubric

Questions	5	4	3	2	1	Score
<p>Describe the issue your presentation will address. How does this issue affect children and families in your community and why did it inspire your PTA to take action? Be sure to describe how the issue relates to National PTA's public policy agenda.</p> <p><i>Things to consider: Is the issue clearly described? As described, does the issue significantly affect children and families? Does it align with National PTA's Public Policy Agenda?</i></p>	<p>Applicant clearly articulates the issue to be addressed in the presentation, as well as why the issue is important. Issue clearly aligns with National PTA's Public Policy Agenda.</p>	<p>Applicant describes the issue to be addressed in the presentation and provides some specific examples of how it affects children and families. Issue aligns with National PTA's Public Policy Agenda</p>	<p>Applicant describes the issue to be addressed in the presentation but does not communicate why it is important to children and families. Issue aligns with National PTA's Public Policy Agenda</p>	<p>Applicant somewhat communicates the issue to be addressed in the presentation but the issue lacks a clear connection to National PTA's Public Policy Agenda.</p>	<p>Applicant fails to effectively communicate the issue to be addressed in the presentation or it is not aligned with National PTA's public policy agenda.</p>	
<p>Describe the steps your PTA took to address the issue you identified and the outcome of your actions</p> <p><i>Things to Consider: Does the application clearly describe the actions taken? Were the actions undertaken positive and substantial? Was there a measurable outcome?</i></p>	<p>Applicant clearly articulates the advocacy plan, activities conducted and the target audience by providing several specific examples. Applicant shows that the actions taken directly resulted in measurable outcomes.</p>	<p>Applicant describes the advocacy plan, activities conducted and the target audience with some specific examples. Applicant somewhat shows that the actions taken resulted in measurable outcomes.</p>	<p>Applicant describes the advocacy plan and actions undertaken but lacks specific examples of actions taken that resulted in measureable outcomes.</p>	<p>Applicant somewhat communicates the advocacy plan and action undertaken but fails to address the activities conducted, target audience or efforts to engage other stakeholders meaningfully.</p>	<p>Applicant fails to effectively communicate the advocacy plan and actions undertaken.</p>	
<p>What are the objectives of your presentation? Please describe what attendees should expect to learn from your presentation. What steps will you take to achieve these objectives?</p> <p><i>Things to consider: Does the applicant list clear objectives for the presentation? Are the goals realistic and achievable in the time allotted?</i></p>	<p>Applicant clearly articulates one or more specific goals for the presentation and provides a detailed description of how the objectives will be achieved.</p>	<p>Applicant describes the objectives of the presentation and the steps they will take to achieve those goals.</p>	<p>Applicant describes the objectives of the presentation but does not provide specific details on how the goals will be achieved.</p>	<p>Applicant somewhat communicates the objectives of the presentation but does not describe how the goal will be achieved.</p>	<p>Applicant fails to effectively communicate the goal of the presentation, or the goal is unrealistic in the time allotted.</p>	
<p>Please describe the planned sequence of events of your presentation.</p> <p><i>Things to consider: Does the applicant clearly describe the planned run of show? Does it account for the allotted 40 minutes while leaving time for audience questions? Will the presentation as described be interesting and engaging to the audience?</i></p>	<p>Applicant clearly articulates the presentation sequence of events. The presentation includes features that will be interesting or engaging to the audience and leaves sufficient time for Q and A.</p>	<p>Applicant describes planned sequence of events. The presentation seems likely to engage audiences and leaves sufficient time for Q and A.</p>	<p>Applicant provides a general description of the planned sequence of events but lacks specific details.</p>	<p>Applicant somewhat describes the planned sequence of events but does not provide details.</p>	<p>Applicant fails to describe the presentation's sequence of events or the sequence of events is not achievable in the allotted time.</p>	