

PAN ePortfolio Assessment Rubric

For this standard, please rate the ePortfolio as whole after reviewing all artifacts and associated descriptions including the resume.

Name _____ Classification _____

Standard: Law	Exemplary	Acceptable	Novice
Identify the principles and laws associated with free speech and press for the US, as well as compare the American system of freedom of expression with others around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.	<ul style="list-style-type: none"> • Has materials that is free from violations of copyright, libel, slander. • Has artifacts that demonstrate various type of free speech, assembly, press. • Evidence includes proper use of citations and references using appropriate styles (APA style, AP style, etc.). • Gives credit for artwork, photography, audio and other multimedia elements. 	<ul style="list-style-type: none"> • Evidence includes proper use of citations and references using appropriate styles (APA style, AP style, etc.). • Gives credit for artwork, photography, audio and other multimedia elements. 	<ul style="list-style-type: none"> • Has weak evidence of proper use of citations and references using appropriate styles (APA style, AP style, etc.). • Fails to gives consistent credit for artwork, photography, audio and other multimedia elements.

Assessment: (circle one) **Exemplary** **Acceptable** **Novice**

Comments:

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Standard: Research	Exemplary	Acceptable	Novice
Conduct research and/or evaluate information by methods appropriate to the communications professions.	<ul style="list-style-type: none">• Demonstrates substance and depth.• Is comprehensive.• Shows mastery of material includes secondary, analytics, quantitative, and qualitative.	<ul style="list-style-type: none">• Includes examples of research.• Uses appropriate sources.• Is objective.• However, sufficient attention is not given to each area of secondary, analytics, quantitative, and qualitative.	<ul style="list-style-type: none">• Does not give adequate coverage of research.• Lacks sources.• Lacks primary research examples.

Assessment: (circle one) **Exemplary** **Acceptable** **Novice**

Comments:

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Standard: Writing	Exemplary	Acceptable	Novice
<p>Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.</p>	<ul style="list-style-type: none"> • There are no errors in grammar, capitalization, punctuation, and spelling. • Demonstrates a wide variety of writing styles appropriate to audiences. • Showcases strong storytelling skills for strategic purposes. 	<ul style="list-style-type: none"> • There are a few minor errors in grammar (could be stylistic), capitalization, punctuation, and spelling. These require minor editing and revision. • Demonstrates a variety of writing styles appropriate to audiences. • Showcases solid storytelling skills for strategic purposes. 	<ul style="list-style-type: none"> • There are four or more errors in grammar, capitalization, punctuation, and spelling requiring editing and revision. • Showcases a limited variety of writing styles appropriate to audiences. • Showcases developing/weak storytelling skills for strategic purposes.

Assessment: (circle one) **Exemplary** **Acceptable** **Novice**

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Standard: US Diversity	Exemplary	Acceptable	Novice
<p>Explain mass communications in relation to social identities such as gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in American society.</p>	<ul style="list-style-type: none"> • Demonstrates ability to incorporate diverse and multiple perspectives in research, writing, strategy and management. • Demonstrates ability to work with other cultures. • Is able to negotiate and facilitate a shared understanding. 	<ul style="list-style-type: none"> • Demonstrates skills in research, writing, strategy and management to work with members of one's own and other cultures intermittently or in some limited contexts. • Can sometimes negotiate a shared understanding. 	<ul style="list-style-type: none"> • Demonstrates few skills in working with members of one's own and other cultures. • Is unable to negotiate a shared understanding.

Assessment: (circle one) Exemplary Acceptable Novice

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Standard: Global Diversity	Exemplary	Acceptable	Novice
Recognize how the diversity of peoples and cultures has shaped mass communications in a global society.	<ul style="list-style-type: none">• Demonstrates skills in all areas of research, writing, strategy and management in working with issues and groups outside of the United States.• Is able to negotiate and facilitate shared understanding.	<ul style="list-style-type: none">• Demonstrates a few skills in research, writing, strategy and management working with issues or groups outside of the United States with an attempt to negotiate shared understanding.	<ul style="list-style-type: none">• Demonstrates few skills in working with issues or groups outside of the United States, and is very US centric.

Assessment: (circle one) **Exemplary** **Acceptable** **Novice**

Comments:
