

Judging Rubric for Diversity Classes 1-6

Criteria	Above Average – Excellent (8-10 points)	Average (4-7 points)	Poor – Fair (0-3 points)	Points Earned
Planning—30%				
Mission (10 points)	Entry has a clear and targeted mission to advance diversity, equity and inclusion.	Concept has an adequately formed mission.	Concept's mission is poorly formed and/or does little to advance diversity, equity and inclusion.	
Goals and objectives (10 points)	Entry has clearly formed goals and objectives.	Goals and objectives are addressed in planning, yet would benefit from clearer articulation of purpose.	Entry has little to no defined goals and objectives.	
Target audience (10 points)	Audience is clearly defined, with consideration given to diversity, equity and inclusion.	Average audience definition; would benefit from additional clarity of diversity, equity and inclusion principles.	Audience is undefined and fails to give appropriate consideration to diversity, equity and inclusion.	
Quality of materials and message—50%				
Design and message (10 points)	Product is dynamic and engaging (well written, visually appealing, creative design, etc.).	Average level of engaging design and messaging.	Product fails to appropriately engage audience (poor design and/or writing, etc.).	
Structure and flow (10 points)	Content is well organized and has logical flow.	Content has average structure and flow.	Content is poorly structured.	

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Visuals (10 points)	Entry uniquely exhibits the values and principles of diversity, equity and inclusion visually.	Entry minimally considers the principles of diversity, equity and inclusion visually.	Entry fails to visually advance the principles of diversity, equity and inclusion.	
Marketing and promotion (10 points)	Marketing and promotion tactics successfully incorporated principles of diversity, equity and inclusion and was successful in reaching target audience.	Marketing and promotion tactics adequately reached project goals and objectives.	Marketing and promotion plan was poorly formed and failed to successfully reach target audience.	
Stereotyping and bias (harmful generalizations about cultural groups, racism, prejudice, etc.) (10 points)	Product is completely free of stereotyping and bias.	Product is mostly free of stereotyping and bias. Some material is questionable.	Product contains content that could be perceived as stereotypical and/or biased against a group(s).	
Evaluation—20%				
Goals and objectives (10 points)	Project completely achieved stated goals and objectives.	Product partially achieved goals and objectives.	Project failed to achieve stated goals and objectives.	
Addressing diversity, equity and inclusion (10 points)	Entry is strongly successful in advancing diversity, equity and inclusion.	Entry minimally succeeds in advancing diversity, equity and inclusion.	Entry fails to advance diversity, equity and inclusion.	
Total points				
Rank (Gold/Silver/Bronze/None)				

Please give feedback to the entrant: