

Evaluation/Assessment Rubric (7-8-00)

Evaluation/Assessment: Understanding concepts and demonstrating skills necessary for delineating, obtaining, and providing information to assist in judging the worth and guiding the improvement of educational programs. Understanding theoretical perspectives, evaluation and assessment models, professional standards, historical trends, and current issues in the fields of program evaluation and educational assessment.

Levels of Achievement:

Criteria	Exemplary	Proficient	Marginal	Unacceptable
Understanding of Theoretical Models and Approaches	Describes and compares a variety of assessment approaches and evaluation models. Explains how and by whom they were developed.	Knows and can discuss various approaches and models of evaluation.	Can discuss theoretical models and approaches in superficial terms.	Has little understanding of theoretical models and approaches.
Understanding of and Commitment to Professional Standards	Evaluation/assessment practice is consistently in accord with professional standards. Advocates for professional standards.	Is knowledgeable about professional standards and their relationship to the field. Practice is generally in harmony with standards.	Possesses some familiarity with professional standards but is not knowledgeable enough to use standards to guide practice.	Does not project an understanding of or commitment to the professional standards of the field.
Understanding of Current Issues in Evaluation/Assessment	Clearly articulates current issues in the areas of program evaluation and educational assessment.	Is able to discuss most current issues in the area of program evaluation and assessment.	Is familiar with some issues related to program evaluation and assessment but is not consistently reliable as a source of information.	Has little understanding or familiarity with current issues and their significance.

Understanding of Current Evaluation/Assessment Issues in Own Emphasis Area	Clearly articulates current assessment/evaluation issues within own professional area.	Is able to discuss most current assessment/evaluation issues related to own professional field.	Is familiar with some issues in own field related to evaluation/assessment but is not consistently reliable as a source of information.	Exhibits little or no understanding of current evaluation/assessment issues in own field.
Initiating, designing, and managing evaluations/assessments in own area	Knows when evaluation is appropriate/inappropriate and can effectively design, and manage an evaluation based on current models, approaches, and standards.	Can usually be counted on to determine when evaluation is appropriate or inappropriate. Has good skills in designing, and managing evaluations.	At times, experiences difficulty carrying out evaluations because cannot consistently identify when evaluation is appropriate/inappropriate. Does not possess some of the skills needed to design, and manage an evaluation effectively.	Does not have the insight or expertise needed to determine when evaluation is appropriate or to design and manage an evaluation.
Collecting Data	Collects reliable and valid data in accord with professional standards using sophisticated data collection procedures.	Collects reliable and valid data in accord with professional standards.	Possesses some understanding of data collection theory and procedures but is not able to consistently apply the knowledge in practice.	Exhibits little or no understanding of how to collect reliable and valid data.

Interpreting and Reporting Findings	Interprets and reports assessment data accurately, clearly, cohesively, and concisely in a manner that is appropriate for the intended audience.	Interprets and reports assessment data accurately. Understands the conditions for reporting findings to intended audiences.	Understands the importance of accurate interpretation and appropriate reports, but is not always able to use this knowledge effectively.	Exhibits scant ability to interpret and report evaluation/assessment findings appropriately.
Recommending decisions and/or making judgments of worth based on data	Develops insightful recommendations based on critical analysis of evidence. Incorporates evaluation/assessment findings into effective decision-making and future projections.	Can develop recommendations based on data and can suggest some projections.	Understands the importance of recommendations and projections but cannot consistently develop useful recommendations in harmony with available data.	Has difficulty making judgments and/or recommendations based on available data.