**DRAFT RUBRIC FOR EVALUATING NON-ACADEMIC UNIT ASSESSMENT REPORTS**

| **CRITERIA** | **Level 1:**  **UNACCEPTABLE** | **Level 2:**  **ACCEPTABLE** | **Level 3:**  **EXCEPTIONAL** | **SCORE** |
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| Goals/Outcomes | * Not measurable or difficult to measure * Vague; lacks specificity or focus * Inappropriate or irrelevant for unit | * Measurable * Clearly defined * Appropriate for unit * Aligned to the unit’s mission | * Measurable using multiple strategies * Clearly defined and specific * Reflect high expectations * Future-oriented * Clearly aligned to the strategic plan * Where applicable, reflect peer, industry, and/or national standards |  |
| Assessment Tool(s) | * Not identified or not relevant * Does not measure effectively the goal or outcome * Not related to the mission/purpose of the unit | * Clearly described * Appropriate measure of the goal or outcome * Produces meaningful data | * Assessment tool is evidence-based, valid, and reliable * Provide(s) long-term comparable data * Where appropriate, industry/national assessment tool is used * Where appropriate, multiple assessments including both direct and indirect measures |  |
| Benchmarks | * Not stated or not clearly defined * Not aligned to assessment tool * Unrealistic or trivial | * Clearly stated * Aligned to assessment tool * Appropriate for unit’s mission/purpose * Where appropriate, reflect some knowledge of peer, industry, and/or national standards | * Reflect high expectations * Clearly advance the mission of the unit and/or institution * Where appropriate, aligned to peer, industry, national, or other external benchmarks * Where appropriate, reflect long-term aspirations |  |
| Processes | * No responsible person identified * No timeline identified * Standard operating procedure (workbook) for collecting/analyzing data is not described or poorly defined | * Responsible person identified * Appropriate timeline clearly stated * Standard operating procedure (workbook) for assessment is clearly described | * Back-up assessment personnel identified * Sustainable process for collecting/storing data is in place * Results are shared with stakeholders both within and outside the unit as appropriate |  |
| Analysis of Data | * Data summary is missing or incomplete * Basic data analysis missing or incomplete * Questionable methodology for analyzing data * Results are unclear, disorganized, or not supported by data | * Data summary is clear, concise, and informative * Basic data analysis is complete * Acceptable methodology used for analyzing data * Results are clear, organized, and supported by data * Data analysis identifies strengths and/or weaknesses related to the attainment of the goal/outcome | * Data analysis is sophisticated and reflects implications for the unit’s stated goals/ outcomes * Where appropriate, analysis includes comparisons to external benchmarks * Where appropriate, longitudinal analysis of data is included * Where appropriate, data from multiple measures are analyzed and compared to identify trends |  |
| Use of Data to Inform Decisions | * Decisions based on data are missing or incomplete * Decisions provided but not relevant to the goal or outcome * Description of decisions is confusing, vague, or trivial | * Decisions are clearly stated and appropriate * Decisions reflect results of data analysis and address identified strengths and/or weaknesses as appropriate * Decisions support attainment of goal/outcome * Decisions are clearly communicated to all stakeholders * When appropriate, “closing the loop” is clearly described through examples or actions | * Decisions are future-oriented and focused on improvement(s) * Decisions describe innovations informed by unit data and (where appropriate) peer, national, industry, and/or research-based data, programs, or trends * When appropriate, “closing the loop” is clearly described through examples/actions and demonstrated through before/after comparison data |  |
| Overall Quality of Report | * Report is confusing, vague, or nonsensical * Report is incomplete * Report is late | * Report is clearly understandable to the layperson * Report is grammatically correct with no spelling errors * All required components are included * Report is submitted on or before the due date | * Report is well-written and engaging * Report clearly reflects the mission and/or purpose of the unit * Report clearly supports the strategic plan of the institution * Where appropriate, report clearly reflects input from multiple stakeholders |  |
| **TOTAL SCORE** | | | |  |
| **COMMENTS:** | | | | |