

**Rubrics used by the Ohio Environmental Education Fund  
to evaluate completed grant projects for the  
adult/general public audience**

**Holistic Instrument for Public Awareness Campaign**

**Level Five**

**I. Planning**

- The targeted audience or their peers were **significantly** involved in the planning of the project content and format including design, topic selection, and dissemination strategies.

**II. Project Design**

- The topics and format or strategies used **build upon** existing strategies but included **innovative** approaches that will **reach a very broad audience**.
- For **most topics**, the project **goes beyond the transfer of information** to build comprehensive awareness, knowledge and skills to make informed decisions and to **act to solve environmental problems**.
- The project is **very** cost effective and involves extensive collaboration among **several** organizations.
- Factual accuracy and a balance of viewpoints **are** maintained.
- The project includes a **strong, multifaceted** dissemination component.

**III. Participant/ Audience Experiences** (Use only subcategories that apply)

*Class/Seminar/ Workshop*

- Participants are actively engaged for **at least half** of the program.
- The program includes at least **two** experiences which go beyond traditional lecture and audiovisuals, such as case studies, simulations, small group discussions and field experiences.

- Participants have **several** opportunities to choose from among a variety of sessions or assignments to best address their particular needs, issues and/or questions.
- Materials **and** program/sessions are divided into logical segments and **are used to reinforce and review information.**

#### *Media Product*

- The media product was **extremely effective** in gaining **and** maintaining attention, including a **very motivating introduction and closing.**
- The product directly or indirectly **included interaction/response** by the audience and **encouraged further study or action** on the topic.
- The key points were presented **in sequential steps** and were explained in an **exceptionally** clear way without extraneous information.
- The visual and audio quality was **exceptional, including special effects** and **a very appealing and credible** narrator.

#### *Print Product*

- The text is **very clearly** and **engagingly** written.
- The material is **divided** into **logically organized** segments.
- The layout is **exceptionally interesting and appealing.**
- **Many** illustrations, photographs, maps, graphs and/or charts are included and are **very useful, clear and easy to read.**
- The overall product is **very easy to use** and applicable for **different settings and situations.**

#### **IV. Evaluation and Results**

- The targeted audience was **frequently** asked for feedback **during the design** of the campaign.
- The dissemination was **well designed and implemented** and reached audiences **statewide.**

- A **detailed** evaluation of the quality and effectiveness of the campaign was **sought and received** from the targeted audiences.

## **Public Awareness Campaign - Level Four**

### **I. Planning**

- The targeted audience or their peers were **somewhat** involved in the planning of the project content and format including design, topic selection, and dissemination strategies.

### **II. Project Design**

- The topics and format or strategies used **build upon** existing strategies but included **at least one innovative** approach that will **reach a very broad audience**.
- For **a few topics**, the project **goes beyond the transfer of information** to build comprehensive awareness, knowledge and skills to make informed decisions and to **act to solve environmental problems**.
- The project is **somewhat** cost effective and involves collaboration among **several** organizations.
- Factual accuracy and a balance of viewpoints **are** maintained.
- The project includes a **strong** dissemination component.

### **III. Participant/ Audience Experiences** (Use only subcategories that apply)

#### *Class /Seminar/Workshops*

- Participants are actively engaged for **at least 25%** of the program.
- The program includes at least **one** experience which goes beyond traditional lecture and audiovisuals, such as case studies, simulations, small group discussions and field experiences.
- Participants have **several** opportunities to choose from among a variety of sessions or assignments to best address their particular needs, issues and/or questions.

- Materials **and/or** sessions are divided into logical segments and **are used to reinforce and review information.**

#### *Media Product*

- The media product was **effective** in gaining **and** maintaining attention, including a **motivating introduction and closing.**
- The product directly or indirectly **included interaction/response** by the audience and **encouraged further study or action** on the topic.
- The key points were presented **in sequential steps** and were explained **very clearly.**
- The visual and audio quality was **excellent, including an appealing and credible narrator.**

#### *Print Product*

- The text is **clear** and **engagingly written.**
- The material is **divided** into **logically organized** segments.
- The layout is **very interesting and appealing.**
- **Many** illustrations, photographs, maps, graphs and/or charts are included and are **useful, clear and easy to read.**
- The overall product is **easy to use** and applicable for **different settings and situations.**

#### **IV. Evaluation and Results**

- The targeted audience was asked for feedback **during the design** of the campaign.
- The dissemination was **well designed and implemented** and reached audiences **regionally.**
- An evaluation of the quality and effectiveness of the campaign was **sought and received** from the targeted audiences.

### **Public Awareness Campaign - Level Three**

## **I. Planning**

- The targeted audience or their peers were **minimally** involved in the planning of the project content and format including design, topic selection, and dissemination strategies.

## **II. Project Design**

- The topics and format or strategies used **build upon** existing strategies that can **reach a broad audience**.
- For **at least one topic**, the project **goes beyond the transfer or information** to build comprehensive awareness, knowledge and skills to make informed decisions and to **act to solve environmental problems**.
- The project is **somewhat** cost effective and involves collaboration between at least two groups.
- Factual accuracy and a balance of viewpoints **are** maintained.
- The project includes **some** dissemination component.

## **III. Participant/Audience Experiences** (Use only subcategories that apply)

### *Class/Seminar/Workshop*

- Participants are actively engaged for **at least some portion** of the program.
- The program includes at least **one** experience which goes beyond traditional lecture and audiovisuals.
- Participants have **at least one** opportunity to choose from among a variety of sessions or assignments.
- Materials **and/or** sessions are divided into **somewhat** logical segments.

### *Media Product*

- The media product was **somewhat effective** in gaining **and/or** maintaining attention, including a **solid introduction and closing**.
- The product **encouraged further study or action on the topic**.

- The key points were presented **in somewhat sequential steps** and were explained **clearly**.
- The visual and audio quality were **good**.

#### *Print Product*

- The text is **clearly** written.
- The material is **divided** into **somewhat logically organized** segments.
- The layout is **interesting and appealing**.
- **At least a few** illustrations, photographs, maps, graphs and/or charts are included and are **clear and easy to read**.
- The overall product is **somewhat easy to use** and may be applicable for **different settings and situations**.

#### **IV. Evaluation and Results**

- The targeted audience was asked for feedback **during or after the design** of the campaign.
- The dissemination was **somewhat well designed and implemented** and reached audiences **locally**.
- **Some** evaluation of the quality and effectiveness of the campaign was **conducted**.

### **Public Awareness Campaign - Level Two**

#### **I. Planning**

- The targeted audience or their peers were **not** involved in the planning of the project.

#### **II. Project Design**

- The topics and format or strategies **use only** existing strategies that can **reach a broad audience**.
- The campaign includes **only the transfer of information**.

- The project is **not** cost effective and is conducted by one organization or agency.
- Factual accuracy and a balance of viewpoints **are usually** maintained.
- The project includes a **minimal** dissemination component.

### **III. Participant/ Audience Experiences** (Use only subcategories that apply)

#### *Class/Seminar/Workshops*

- Participants are **not** actively engaged at all during the program.
- The program includes **no** experience which goes beyond traditional lecture and audiovisuals.
- Participants have **at least one** opportunity to choose from among a variety of sessions or assignments.
- Materials and/or sessions **are** divided into segments.

#### *Media Product*

- The media product was **marginally** effective in gaining **and/or** maintaining attention.
- The product **encouraged further study or action on the topic**.
- The key points were explained **clearly**.
- The visual and audio quality was **acceptable**.

#### *Print Product*

- The text is **clearly** written.
- The material is **divided** into segments.
- The layout is **interesting**.
- At least one** illustration, photograph, map, graph and/or chart is included and is **clear and easy to read**.
- The overall product is **easy to use**.

#### **IV. Evaluation and Results**

- The targeted audience was **not** asked for feedback **during or after the design** of the campaign.
- A dissemination component was included.
- No** evaluation of the campaign **was sought** from targeted audiences.

### **Public Awareness Campaign - Level One**

#### **I. Planning**

- The targeted audience or their peers were **not** involved in the planning of the project.

#### **II. Project Design**

- The topics and format or strategies **use only** existing strategies that can **reach a broad audience**.
- The campaign includes **only the transfer of information**.
- The project is **not very** cost effective and is conducted by one organization or agency.
- Factual accuracy and a balance of viewpoints **are not** maintained.
- The project includes **no** dissemination component.

#### **III. Participant/ Audience Experiences** (Use only subcategories that apply)

### *Class/Seminar/Workshops*

- Participants are **not** actively engaged at all during the program.
- The program includes **no** experience which goes beyond traditional lecture and audiovisuals.
- Participants have **no** opportunity to choose from among a variety of sessions or assignments.
- Materials and/or sessions **are not** divided into logical segments.
- Materials and/or sessions **are somewhat** divided into logical segments.

### *Media Product*

- The media product was **not** effective in gaining **and/or** maintaining attention.
- The product **did not encourage further study or action on the topic.**
- The key points were **not clearly** explained.
- The visual and audio quality was **marginal.**

### *Print Product*

- The text is **not clearly** written.
- The material is **not divided** into segments.
- The layout is **not interesting.**
- **No** illustrations, photographs, maps, graphs and/or charts are included.
- The overall product is **not easy to use.**

## **IV. Evaluation and Results**

- The targeted audience was **not** asked for feedback **during or after the campaign was designed.**
- A dissemination component was **not** included or was **very weak.**
- **No** evaluation of the campaign was **sought.**

For more information on these rubrics, contact:



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