



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

### Holistic Instrument for Print Product

#### 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 materials but included **innovative** approaches that **will reach a 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

- 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 product.

- The dissemination was **well designed and implemented** and reached audiences **statewide.**

- A **detailed** evaluation of the quality and usefulness of the product was **sought and received** from audiences to whom the product was disseminated.

## Print Product - 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 materials but include **at least one innovative approach that will reach a 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 extensive collaboration among **several** organizations.

- Factual accuracy and a balance of viewpoints **are** maintained.

- The project includes a **strong** dissemination component.

### III. Participant Audience Experiences

- 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 product.

- The dissemination was **very well designed and implemented** and reached audiences **regionally.**

- A somewhat detailed evaluation of the quality and usefulness of the product was **sought and received** from audiences to whom the product was disseminated.

## Print Product - 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 materials that **can reach a broad audience**.

- For **at least one topic**, 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 between **at least two** groups.

- Factual accuracy and a balance of viewpoints **are** maintained.

- The project includes **some** dissemination component.

### III. Participant/Audience Experiences

- 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 **after the product was designed**.

- The dissemination was **somewhat well designed and implemented** and reached audiences **locally**.

- An evaluation of the quality and usefulness of the product was **sought** from audiences to whom the product was disseminated.

## **Print Product - 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 materials that can **reach a broad audience**.
- The project includes **only** the transfer of information.
- The project is **not very** cost effective and is conducted by **only 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**

- 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 product was designed.
- A dissemination component **was included**.
- Some type of** evaluation of the product was **sought**.

## **Print Product – 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 materials that may or may not **reach a broad audience.**
- The project includes **only** the transfer of information.
- The project is **not very** cost effective and is conducted by **only one** organization or agency.
- Factual accuracy and a balance of viewpoints **are not** maintained.
- The project includes **no** dissemination component.

### **III. Participant/Audience Experiences**

- 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 product was designed.
- No** dissemination component was included **or it was very weak.**
- No** evaluation of the product was sought.

For more information on these rubrics, contact:



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