

**Rubrics used by the Ohio Environmental Education Fund
to evaluate completed grant projects for the
Regulated Community Audience
Instrument for Print Product**

Level Four

I. Project Planning and Design

- 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.
- The topics and format or strategies used **build upon** existing materials but included **innovative** approaches that **will be effective in reaching this sector of the regulated community**.
- 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 and maintain regulatory compliance**.
- 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** dissemination component.

II. Participant/Audience Experiences

- The text is **very clearly** 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 **very useful, clear and easy to read**.

- The overall product is **very easy to use** and applicable for **different settings and situations**.

* A **number** of realistic scenarios that would arise during everyday compliance situations are described.

III. Evaluation and Results

- The targeted audience **was asked** for feedback **during the design** of the product.

- There is strong evidence that the document is being used in day-to-day operations and/or is being passed on to employees or trade association members.

- 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 Three

I. Project Planning and Design

- 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.

- The topics and format or strategies used build upon existing materials but include **at least one innovative approach that will be effective in reaching this sector of the regulated community**.

- 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 and maintain regulatory compliance**.

- The project is **somewhat** cost effective and involves collaboration among **several** organizations.

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

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

II. Participant/ Audience Experiences

- The text is **clear** and **engagingly** written.
 - The material is **divided** into **somewhat logically organized** segments.
 - The layout is **somewhat interesting and appealing**.
 - At least a few** 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**.
- *A **few** realistic scenarios that would arise during everyday compliance situations are described.

III. Evaluation and Results

- The targeted audience **was asked** for feedback **after the product is designed**.
- There is **some evidence** that the document is being used in day-to-day operations.
- 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 Two

I. Project Planning and Design

- The targeted audience or their peers were **not** involved in the planning of the project.
- The topics and format or strategies use **only** existing materials that can **reach the regulated community**.
- 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.

II. 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**.
- * **At least one** realistic scenario that would arise during compliance situations is described.

III. Evaluation and Results

- The targeted audience **was not** asked for feedback **during or after** the product was designed.
- There is **a little evidence** that the document is being used in day-to-day operations.
- Some type of** evaluation of the product was **sought**.

Print Product – Level One

I. Project Planning and Design

- The targeted audience or their peers were **not** involved in the planning of the project.
- The topics and format or strategies use **only existing materials that may or may not** reach the regulated community audience.
- The project includes **only** the transfer of information.
- The project is **not** 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.

II. 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**.
- * **No** scenarios describing everyday compliance issues are included.

III. Evaluation and Results

- The targeted audience **was not** asked for feedback **during or after** the product was designed.
- There is **no evidence** that the document is being used in day-to-day operations.
- **No** evaluation of the product was sought.

For more information on these rubrics, contact:



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