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.