

## **ASSESSMENT CRITERIA**

### **INDIVIDUAL PROGRAM GRADES**

All eight program grades will be averaged to calculate final program grade. All workshop staff will receive the same grade.

#### **Assessment Criteria:**

##### *Post-Program - Program Plan (15%)*

- Program plan turned in at beginning of class period – bound, organized, contains all required products, individual names are listed on desired products to issue individual product grades
- Comprehensive marketing plan is developed and completed
- Clear and comprehensive briefing provided

##### *Program (65%)*

- All staff are present – work well together – jobs/tasks are clearly defined and carried out
- All aspects of program organized
- All materials and supplies are available/organized to implement program
- Program is creative and engaging – proper atmosphere is created – participants are engaged
- Program goals and objectives are met
- Staff demonstrates problem-solving skills and adapts to issues
- Staff are professional and provide quality service
- All risk management issues are addressed

##### *Post-Program (20%)*

- Comprehensive de-briefing is facilitated using PowerPoint presentation
- Evaluation material clearly demonstrates goal and objective accomplishment
- Budget overview provided
- Level of professionalism verses non-professionalism evaluated
- Level of inclusion assessed
- Public relations assessed
- Leadership/Facilitation styles effective and appropriate
- Thank you notes are pre-written and sent (copies are shown in class)