

Scoring Rubric for Parent Communication Brochure or Newsletter

This assignment is meant to showcase your use of technology, your communication skills in working with parents and families, and your knowledge of community norms and values in creating the brochure or newsletter. Additionally, the content must be interesting and relevant to families. Topics that are often appropriate include a personal introduction, a discussion of your unit, a discussion of events that have been transpiring in the classroom, etc. Your brochure or newsletter will be evaluated based on the following criteria:

Criteria	1	2	3	4
Content is appropriate and relevant to families				
Content shows understanding of the community values				
Content is accurate, complete, useful, current, meaningful				
Mechanics: No mistakes in spelling or grammar				
Layout is aesthetically pleasing; reinforces content message				
Graphics are attractive and relevant				
Text is easy to read; background is subdued				

Grading Scale: 25-28=A; 22-24=B; 19-21=C; 17-18=D