

Scoring Rubric for Family Communication Brochure or Newsletter

This assignment is meant to showcase your use of technology and your communication skills in working with parents and families. Your assignment is to create a brochure or newsletter, using MS Publisher or other similar layout program. The communication should have at least 2 segments or articles. 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. You are required to submit a printed, color copy of your family communication and a one-page reflection in which you discuss what community or cultural norms you took into account in your communication and how you tried to appeal to a variety of families and cultures. Your brochure or newsletter will be evaluated based on the following criteria:

Criteria	1	3	5	Score/Weight
Use of color	No color is present in brochure or newsletter	Color used in publication is distracting rather than enhancing the message	Color used in the publication is attractive and accentuates message	___ x 1 = ____
Layout	Layout contains a single segment or is a straightforward <i>letter</i> rather than a newsletter or brochure	Layout is not pleasing or includes only 2 segments, or misuses space by having areas that are too empty or too busy	Layout is aesthetically pleasing, contains 3 segments or articles, and uses space well	___ x 2 = ____
Graphics	Graphics are unattractive and irrelevant or are missing	Graphics are attractive but not necessarily relevant to content	Graphics are attractive and relevant	___ x 2 = ____
Content	Newsletter or brochure is inappropriate to community	Newsletter or brochure is relevant but tone is too formal or jargon-laden or is not culturally appropriate or communication does not match what is claimed in the reflection	Newsletter or brochure contains interesting, relevant content and is appropriate to the community and culture(s) therein (as described in the reflection)	___ x 4 = ____
Mechanics	Newsletter or brochure contains numerous errors or errors that interfere with comprehension	Newsletter or brochure contains a few minor errors that do not detract from understanding	Newsletter or brochure contains no spelling, grammar, or punctuation errors	___ x 1 = ____

Grading Scale: 45-50=A; 40-44=B; 35-39=C; 30-34=D