

School Library Media  
**Assessment #6: Readers' Advocacy Project**  
 Rubric

Scale: Total 100 points: 100-92 = A; 91-82 = B; 81-72 = C; below 72 = F

	<b>Target</b>	<b>Acceptable</b>	<b>Unacceptable</b>	<b>Total</b>
<b>A. Readers Advocacy –Long Term Project</b> [AASL 1.2, 1.4, 2.1]				
1. Promotes the library program & student diverse reading needs.	Project thoroughly and effectively promotes library program & diverse student needs	Project mostly promotes library program and/or somewhat promotes diverse student needs	Project is not effective in promoting library program and/ or diverse student needs	
2. Book Suggestions Include title, audience & project description	Book suggestions properly accurately described	Book suggestions included but not thorough	Book suggestions not coherent or lacking important information	
3. Includes promotional flyers, timeline, bookmarks, supplementary forms	Promotional materials are varied and of high quality/ professional style, and follow the central theme	Promotional materials are included and generally relate to the central theme	Promotional materials are random, messy, or not connected to the central theme	
4. Collaborations with school community. Supports 21 <sup>st</sup> Century Standards	Collaborations clear and diverse; 21 <sup>st</sup> Century standards evident throughout project	Limited collaborations; minimal use of 21 <sup>st</sup> Century standards	Few or no collaborations; 21 <sup>st</sup> Century standards are missing	
5. Works Cited	Works cited is complete and accurate in APA format	Works cited has some mistakes in APA format	Works cited has many mistakes in APA format	
<b>B. Readers Advocacy Project – Short Term</b> [AASL 1.2, 1.4, 2.1]				
6. Promotes the library program & student diverse reading needs.	Project thoroughly and effectively promotes library program & diverse student needs	Project mostly promotes library program and/or somewhat promotes diverse student needs	Project is not effective in promoting library program and/ or diverse student needs	
7. Preliminary	Book suggestions	Book suggestions	Book suggestions	

suggestions include title, audience & project description	properly accurately described	included but not thorough	not coherent or lacking important information	
8. Promotional flyer and/or theme	Promotional flyer contains a strong central theme	Promotional flyer contains a theme not fully developed	Promotional flyer contains a weak theme	
9. References the ALA 21 <sup>st</sup> Century Standards for Learners	21 <sup>st</sup> Century standards evident throughout proposal	Minimal use of 21 <sup>st</sup> Century standards	21 <sup>st</sup> Century standards are missing	
10. Mechanics APA format Grammar, Spelling, Typos; Clarity, Organization Header & Pagination. [AASL 1.1]	Incorrect APA format; 5 or more errors in grammar, spelling, typing; Difficult to understand; poor organization; original work evident	2- 4 errors in APA format; grammar, spelling, typos, Easily read; some items not cited or paraphrased properly	Correct APA format No errors in grammar, spelling or typing; Clearly written and organized; easy to follow; lack of citation to works clearly used or improper citation given	