

## Grading Rubric Event Plan Memo

Your agency should put together an *overall* planning memo for the client (use planning outline on Moodle) discussing the type of project, the situation, the objectives, the key public(s), a Wants, Interests, Needs (WIN) assessment of each public, the specific appeals to be used, the core message, the communication channels and the evaluation methods. This will be a *draft for your final campaign book*. In addition to the content listed on the checklist you should include an *event plan* (see handout on Moodle) that includes goals and objectives for the event, strategies and tactics for organizing and promoting the event, a budget and a timetable of activities before, during and after the event, and a list of “backup plans” you have in place.

Objective/Criteria	Exceptional  All required items are present and exceptionally completed.	Satisfactory  The work has a few errors and may be missing some of the subtleties of the assignment.	Adequate  A number of the components are superficially completed.	Needs Improvement  Failed to comprehend and apply materials or follow directions.	Deficient  Did not complete at least 50% of the assignment competently.
1. Plan introduction & Event research summary (why this type of event, results of other orgs who have done this type of event, benefits to your org for doing this type of event)	5.0	4.6	4.4	3.9	3.6-0
2. Brief situation analysis (issue your org is facing that this event will help with)	4.0	3.7	3.4	3.2	2.9-0
3. Goals (of event)	4.0	3.7	3.4	3.2	2.9-0
4. Target audience(s) (of event)	4.0	3.7	3.4	3.2	2.9-0
5. Measurable objectives (what event success looks like)	4.0	3.7	3.4	3.2	2.9-0
6. Strategies, Theme, Messages, Channels, Deliverables (how event will be promoted)	5.0	4.6	4.4	3.9	3.6-0
7. Budget (for event)	4.0	3.7	3.4	3.2	2.9-0
8. Timetable/calendar <ul style="list-style-type: none"> <li>• Before (months, weeks)</li> <li>• During</li> <li>• After</li> </ul>	4.0	3.7	3.4	3.2	2.9-0
9. Evaluation methods to be used (measure success of event)	4.0	3.7	3.4	3.2	2.9-0
10. Conclusion (strengths and benefits of event plan) <ul style="list-style-type: none"> <li>• Backup plans</li> </ul>	4.0	3.7	3.4	3.2	2.9-0
11. Memo Format <ul style="list-style-type: none"> <li>• Logo/contact info</li> <li>• Memo Heading (to, from, date, subject)</li> <li>• Subheads</li> <li>• Single spaced with double spaces between paragraphs;</li> <li>• Page numbers (except on cover);</li> </ul>	4.0	3.7	3.4	3.2	2.9-0

- Numbered items;
- Graphics.

12. Manship Essentials and AP Style	4.0	3.7	3.4	3.2	2.9-0
<ul style="list-style-type: none"> <li>• Style and content are appropriate for the target public(s).</li> <li>• Sentence structure.</li> <li>• Spelling and punctuation.</li> <li>• Accuracy.</li> <li>• Writing is interesting and informative.</li> <li>• Completeness: Reader is not left with any unanswered questions.</li> <li>• Style and format are appropriate for the medium you are using.</li> <li>• Content meets objectives.</li> <li>• Structure is appropriate: introduction, organization, transitions.</li> <li>• Grammar and syntax.</li> </ul>					

Total (out of 50 points possible)