Appendix A: *ABC 2023 My Favorite Assignment: Springboard from Strengths to Star Communicator: Rubric and Additional Assignments*

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Grading Criteria for Part 1: **Personal Development: VIA Strengths Rubric**

Criteria	Ratings			Pts
This criterion is linked to a Learning Outcome Self-Assessment	**10 to >7.0 pts Proficient** Self-assessment was completed and included all top five strengths were described in terms of how they related to communication skills in detail.	**7 to >6.0 pts Acceptable** Self-assessment was completed but only 2-3 strengths were described in sufficient detail in how they related to communication skills.	**6 to >0 pts Unacceptable** Self-assessment was not completed or included OR strengths were not described OR strengths were described but not connected to communication.	10 pts
This criterion is linked to a Learning Outcome Presentation of VIA Strengths Results	**5 to >4.0 pts Proficient** Content is well-organized and the student clearly explains how strengths might be further developed and how strengths apply to career goals. This explanation may be communicated in part through use of graphics and images. APA citation is included for any images not created by the student (e.g., photos taken by the student do not need to be cited)	**4 to >3.0 pts Acceptable** Content is generally well-organized and student explains how strengths might be development and somewhat describes how strengths might apply to career goals. This explanation may be in part communicated through use of graphics and images.	**3 to >0 pts Unacceptable** Content is not well organized and does not address how strengths can be further developed OR does not address how strengths might apply to career goals.	5 pts

Grading Criteria for Part 1: **Personal Development: VIA Strengths Rubric**

Criteria	Ratings			Pts
This criterion is linked to a Learning Outcome Presentation Design Succinctness; think impact; consistency of design, color, and format; color selection; recording	**5 to >4.0 pts Proficient** The presentation is created very well, considering the following best practices: Pleasing to the eye, did not cram in too much information and/or too many colors, fonts, graphics, or content. Coherent design, color, and format. Excellent use of color and images	**4 to >3.0 pts Acceptable** The presentation is generally created well per the following best practices: Has a few too many fonts, colors, graphics, or content. Design, color, and format somewhat inconsistent. The design is only slightly coherent.	**3 to >0 pts Unacceptable** The presentation is not created well or only partially created well per the following best practices: Has too many fonts, colors, graphics, or content. Inconsistent with design, color, and format. The design is not coherent.	5 pts
This criterion is linked to a Learning Outcome APA, Grammar, and Mechanics	**5 to >2.0 pts Proficient** The assignment consistently follows APA guidelines for writing skills, formatting, citing, and referencing sources. The assignment contains no notable spelling, grammatical, and/or other errors.	**2 to >0.0 pts Acceptable** The assignment follows APA guidelines for writing skills, formatting, citing, and referencing sources. The assignment has few spelling, grammatical, and/or other errors.	**0 pts Unacceptable** The assignment does not consistently follow APA guidelines for writing skills, formatting, citing, and referencing sources. The assignment has many spelling, grammatical, and/or other errors.	5 pts

Total Points: 25

Assignments that Compliment the VIA Assessment:

Part 2: Personal Development: Career Research

Purpose

This assignment is intended to help you learn to identify skills and competencies critical to your career success.

Action Items

1. Research jobs in communication (or in your desired field) across multiple job search engines, professional organization job boards, university websites, and any other sources you identify. Focus on the type(s) of jobs that most interest you.
2. In a 250-500 word paper, respond to the following:
   1. What types of jobs did you target?
   2. What job search engines / sites did you search?
   3. What did you identify as the most important professional skills needed to qualify for the jobs you targeted?
3. Submit your work by the due date indicated.

Grading Criteria

Your work will be assessed according to the associated rubric.

Part 3: Personal Development: Analyze Skills

Purpose

This assignment is intended to help you learn to identify gaps in your own skills and competencies.

Action Items

1. Compare the self-assessment you conducted in Module 1 (Personal Development: VIA Strengths), with the summary/analysis of professional skills you need to develop to qualify for the jobs you researched in Module 2 (Personal Development: Career Research).
2. Respond to the following in a 250-500 word paper:
   1. What gaps exist between the skills needed for the jobs you researched and your current skills?
   2. What skills are most important for you to develop in order to be successful in a job search?
   3. Select 2-3 skills/competencies to work on for your own professional development.
3. Submit your work by the due date indicated.

Grading Criteria

Your work will be assessed according to the associated rubric.

Part 4: Personal Development Plan

Purpose

This assignment is intended to help you learn to create your own professional development plan.

Action Items

1. Identify your professional development goals:
   o What job(s) did you target in your Module 2 Career Research assignment?

- o What 2-3 skills/competencies did you identify in your Module 3 Analyze Skills assignment?
2. Identify potential sources to meet your professional development needs:
   - o Explore professional associations and other organizations that offer opportunities for professional development. For communication professionals, explore these resources (also listed in your readings) and any others you identify:
     - Public Relations Society of America
     - The Association of Marketing and Communication Professionals
     - 10 Communication Associations to Build a Professional Network
     - Best Conferences for Strategic Communicators
     - 8 professional development goals for creating a bright PR future
   - o Identify workshops, webinars, articles, internships, networking opportunities, etc. that you could participate in/read/explore.
3. Create a professional development plan in a Word document that addresses these questions:
   - o What job(s) and skills are you targeting?
   - o What professional development activities will you implement?
   - o What is your timeline for implementing those activities?
   - o Optional: You are encouraged to join one or more professional organizations. As a student, you typically qualify for a reduced membership rate, and you will gain access to additional resources and information.
4. Share your top two professional development strategies or ideas with your classmates. Create a video of yourself talking about these ideas (2-4 minutes in length) and post the video, or a link to it, on the 4-2: Personal Development Discussion thread.