Strategies of Public Relations
Public Relations Strategic Plan
Grading Rubric
Dr. Farbman

Key Components	Novice (0-14 pts)	Intermediate (15-24 pts)	Expert (25 pts)
Situation Analysis Goals	Lack of clearly defined and measurable goals.	The goals are minimalistic and need to be aspirational.	Goals are clearly Defined and aspirational, clearly stated and address the client's problem/issue.
Client History	Lack of client history.	Client history is basic, missing information/ learnings from client interview.	Client history is robust, yet succinct. Clearly demonstrates team's knowledge of client and client's perceived communication problems.
Problem and How PR Can Solve It	Lack of understanding of client's problems, remedies are not thoughtfully presented and do not fit client's needs.	Client's problems are presented, as are remedies, however, remedies do not fully connect to research findings.	Team clearly demonstrates understanding of client's problems and communication strategies that can mitigate them.
Formative Research	Limited research; research is irrelevant and does not support the project (helping to solve the client's issue or problem).	Research is present and relevant however the research could be more specific to the client's needs by providing a variety of research rather than just peripheral research.	Breadth of research adequately represents the issue; research is linked directly to planning.
Audience Fragmentation	Lack of audience fragmentation; void of focus and understanding of client's needs	Audiences are fragmented, but critical information is not fully developed and explained.	Internal and external audiences are clearly and thoughtfully fragmented, ranked, described, and are relevant to the plan's goals and objectives.
Channel and Media Selection	Channels and media are not tied to research findings and do not meet audiences' needs.	Channels and media are evident and focused however there needs to be more specifics to fully demonstrate understanding of audiences' behaviors and habits.	Channels and Media are focused on audiences' behaviors and habits; are prioritized by audience and demonstrate full analysis of research findings.

Competition Analysis	Competition analysis is nonexistent or lacks critical thinking.	Competition analysis is evident and focused, but needs more thought and explanation as to how it pertains to the client and its problems.	Competition analysis is focused on client's problems and clearly explains how those organizations compete for similar audiences as the client.
PR Plan Outline Objectives	Lack of clearly defined and measurable objectives.	Objectives are tactical in nature, not strategic; measurable but are not clearly defined; objectives do not fully meet the needs of the client.	Objectives are clearly defined, strategic, clearly stated, and address the client's problems/issues.
Strategies	Strategies are tactical in nature, not strategic and lack connection to larger objectives.	Strategies utilize key language in their framing (ex.: generate, inform, influence, position, educate, persuade, respond), but fail to fully connect to larger relevant objectives.	Strategies are clearly tied to relevant larger objectives, utilize key language in their framing, and demonstrate how to communicate to reach objectives.
Tactics	Tactics do not connect to larger strategies and fail to draw from primary research.	Tactics are present, connect to larger strategies, but are not well explained and difficult for client to envision the idea.	Tactics are well thought out, connect to relevant strategies, and are descriptive in nature, that easily allow client to envision what this is when reading the plan.
Evaluative Research Outline	Evaluative research outline is basic and does not connect to larger objectives.	Evaluative research outline outlines recommended research, but is not succinct, and does not fully connect to larger objectives.	Evaluative research outline clearly and succinctly outlines the recommended research the client should conduct at the conclusion of plan implementation to measure success. Proposed measurements are clearly tied to larger objectives and are relevant to proposed strategies and tactics.
Gantt Charts	Gantt charts are poorly constructed, difficult to read, lack proper labeling, lack visual explanation of sequence of tactics.	Gannt charts are presented one per page, one per objective. Labeling could be better and more clear. Sequence of activities presented, but could be better thought out.	Gannt charts are presented one per page, one per objective. Are clearly labeled with a title, tactic numbers and brief tactic descriptions, and timeframe. Are logical in sequence of tactics.

Detailed Budget	Detailed budget is nonexistent or haphazard. Does not accurately reflect the estimated costs of strategic plan's tactics. Leaves client with disappointment.	Detailed budget reflects some but not all estimated costs of strategic plan's tactics. Not as easy as it could be to read and process. Includes some references to sources for price quotes, but leaves client with sense of confusion.	Detailed budget clearly reflects estimated costs of strategic plan's tactics. Visually appealing and easy to read. Includes references to sources for price quotes. Leaves client with comfort level and strong sense of real costs.
Supporting Materials Cover Letter	Cover letter is nonexistent or haphazard. Fails to communicate enthusiasm and professionalism.	Cover letter exists, is professional but lacks creativity and enthusiasm. Not properly formatted. Signed by the team members.	Cover letter is creative, enthusiastic and professional. Properly formatted and signed by the team members.
Signed Work Log	Signed work log is nonexistent or does not accurately report team members' contributions. Signatures are missing.	Signed work log exists but details on team members contributions need further explanation. All signatures are included.	Signed work log accurately reports team members' contributions. All signatures are included.
Writing and Organization	Writing is cumbersome, poorly worded and grammatical errors are present; very little organization of thought and project is poorly produced, difficult to understand.	Writing is clear and concise however there are some issues with the organization and issues with following specific stylistic and organizational guidelines.	Writing is clear, concise and error free. Project is organized and visually appealing.