

## 2020 Superintendent's Award Scoring Categories and Rubric - 20 *maximum points*

Program Design (*maximum 4 points*):

**Clear, appropriate, and effective program goals, learning outcomes, and program design and how the program supports the museum's mission (sources: narrative and supporting documentation)**

0-1 points	2 points	3-4 points
Program design is not articulated, not clear, and/or does not seem appropriate. Program is not in alignment with museum's mission.	Program design is moderately understood and seems adequate. Program is mostly in alignment with museum's mission.	Program design is clear, appropriate, and effective. Program is in perfect alignment with museum's mission.

Evidence of Excellence (*maximum 8 points*):

**How the program reflects professional museum standards, supports content standards, reflects diverse perspectives or learning styles, and/or meets the needs of its audience (sources: narrative and supporting documentation)**

0-2 points	3-6 points	7-8 points
Program does not reflect museum standards, support content standards, or represent the needs of its audience.	Program sufficiently reflects museum standards, supports content standards, and/or represents the needs of its audience.	Program excels at reflecting museum standards, supporting content standards, and/or representing the needs of its audience.

Planning / Evaluation (*maximum 4 points*):

**The processes used to create the program and/or evaluate its effectiveness (sources: narrative and supporting documentation)**

0-1 points	2 points	3-4 points
Planning processes and/or evaluative measures are inadequate or absent.	Planning processes and/or evaluative measures seem adequate.	Planning processes and/or evaluative measures represent best practices.

Innovation (*maximum 4 points*):

**Evidence of innovation shown by the degree to which the program is or could result in more than incremental change for the institution and/or the museum field (source:**

0-1 points	2 points	3-4 points
Evidence of potential or real incremental change for the museum field is absent.	Evidence of potential or real incremental change for the museum field is present.	Shows strong evidence of potential or real incremental change for the museum field.