



Master Journalism Educator Project Rubric

	Excellent (4)	Good (3)	Adequate (2)	Unsatisfactory (1)	Unacceptable (0)
Purpose	Project has well-defined goals that were established in the project proposal. Any changes to the proposal goals were communicated to the certification chair prior to project completion. Goals clearly connect to JEA Standards for Journalism Educators. Purpose is clear throughout the entire project and all submitted documents support those goals.	Project has well-defined goals that were established in the project proposal. Any changes to the proposal goals were communicated to the certification chair prior to project completion. Goals loosely connect to JEA Standards for Journalism Educators.	Project has goals that were established in the project proposal. Any changes to the proposal goals were communicated to the certification chair prior to project completion. Goals loosely connect to JEA Standards for Journalism Educators. Not all parts of the project fully support the purpose.	Project goal changes were not communicated to the certification chair before project submission, or goals do not connect to JEA Standards for Journalism Educators.	Purpose unclear.
Support	Evidence supports purpose; proper attribution is given to up-to-date professional sources; logic throughout is worthy of a Master Journalism Educator. Lesson plans and journalism activities and events are supported with multiple pieces of documentation.	Evidence supports purpose, but some evidence may be out of date; logic throughout is worthy of a Master Journalism Educator. Lesson plans and journalism activities and events are supported with multiple pieces of documentation, but connection between documentation may be unclear.	Evidence supports purpose but may be lacking in one aspect. Organization may be an issue. Lesson plans and journalism activities are lacking adequate documentation.	Some evidence is provided. Lesson plans and journalism activities have little documentation.	Work submitted is not the work of the applicant. *Note: A project that is not the original work of the applicant cannot be accepted.
Writing Quality	Grammar and style are correct; Word selection, spelling and punctuation reflect skills worthy of a Master Journalism Educator. Strong organization.	A few minor mistakes do not impede readability.	Some mistakes throughout the project. Minor issues with order or organization.	Mistakes include fragments and run-ons which make writing confusing at times.	Frequent mistakes impede readability or understanding.

Presentation	Information is provided in an understandable fashion; attention to detail is of the caliber of a Master Journalism Educator. Submitted documents are organized and clear. Directions or naming conventions and/or folders are used if documents must be read in a certain order. Audio and visual files are edited and presented in a professional manner.	Information is provided in an understandable fashion; attention to detail is of the caliber of a Master Journalism Educator. Submitted documents are organized and clear. Directions are provided, but uniform naming conventions and/or folders would make the presentation more clear. Minor problems with audio or visual files.	Information is provided in an understandable fashion. Submitted documents are organized and clear. Directions are provided, but uniform naming conventions and/or folders would make the presentation more clear. Minor problems with audio or visual files.	Organization of documents and/or naming of documents impede understanding of the project.	Not all documents provided or accessible.
Reflection	A detailed personal reflection includes the project goals with specific reference to JEA Standards for Journalism Educators, an explanation of how the applicant planned to achieve those goals, any changes that had to be made as the project took place, the outcome of the project, the project's overall impact on scholastic journalism and how the project can continue to be influential in the future.	A personal reflection includes the project goals with some reference to JEA Standards for Journalism Educators, an explanation of how the applicant planned to achieve those goals, any changes that had to be made as the project took place, the outcome of the project, the project's overall impact on scholastic journalism and how the project can continue to be influential in the future.	A personal reflection includes the project goals, explanation of how the applicant planned to achieve those goals, any changes that had to be made as the project took place, the outcome of the project, the project's overall impact on scholastic journalism and how the project can continue to be influential in the future, but the reflection lacks connection to JEA Standards for Journalism Educators.	A personal reflection includes the project goals and a brief explanation of the project plans and outcomes.	No reflection submitted.

In order to pass the MJE project, applicants must earn at least 15 points on the rubric with no more than two areas scored as Adequate or lower.