

Director, Public Relations and Communications Rubric

Criteria	3 Points	2 Points	1 Point	0 Points or N/A
Membership Duration	More than 5 years of EACE membership (consecutive or combined)	3-5 years of EACE membership (consecutive or combined)	More than 1 year, but less than 3 years of EACE membership	Less than 1 year of EACE membership
Committee Service	Served as Co-Chair of an EACE Committee for at least two years (could be one committee or multiple different committees)	Served as Co-Chair for an EACE Committee for one year	Served as a Committee Member for at least one year	Has not served on an EACE committee
Board Service	Has held multiple EACE Board positions previously (consecutive or over time)	Has held one EACE Board position (current or previous service)	Has run for a Board position previously but not been elected to serve	First time running for a Board position
Conference Involvement	Experience as Conference Co-Chair	Experience as a Conference Subcommittee Co-Chair <i>and</i> has attended at least one EACE Conference	Experience as a Conference Subcommittee Member <i>and</i> has attended at least one EACE Conference	Has attended at least one EACE Conference as a participant or presenter
Awards and Presidential Citations	Winner of an EACE Award in the past 5 years or Winner of multiple EACE Awards and/or Presidential Citations	Winner of an EACE Award more than 5 years ago or Winner of an EACE Award and a Presidential Citation	Nominee for an EACE Award in the past or Winner of EACE Presidential Citation	Neither a nominee <i>nor</i> winner of an EACE Award or Presidential Citation
Essay Clarity and Relevance	Essay answers clearly address the prompts <i>and</i> provide at least three relevant points that are applicable to the board position they are pursuing	Essay answers address the prompts <i>and</i> are applicable to the board position they are pursuing, but could be more complete	Essay answers provide vague insight into their interest in and readiness for the board position they are pursuing. Needs more detail.	Essay answers do not appear relevant to the position at hand and do not make a compelling case for selection to the EACE board.
Role-Specific Skills Alignment	Application displays evidence of at least three role-specific skills highlighted in the position description	Application displays evidence of at least two role-specific skills highlighted in the position description	Application displays evidence of at least one role-specific skills highlighted in the position description	Application does not display evidence of any role-specific skills highlighted in the position description
Member Type	Employer/Associate Member	College Member	Other Member Type	Not an EACE Member
External Leadership Experience	Experience directly supervising a team of professionals in a work setting	Experience leading/project managing a committee or group of professionals that don't report to you	Experience directly supervising at least one individual professional in a work setting	No professional experience with supervision or project management
External Professional Association Experience	Board leadership (ex: Director) experience with another professional association	Committee leadership (ex: Chair) experience with another professional association	Committee service with another professional association	No leadership experience within a professional association to date