



# Arrest That Pest!

## EMERALD ASH BORER in Indiana

### Arrest That Pest!

#### Outreach Campaign Rubric

#### Activity Sheet 3

**Directions:** Use this rubric as a checklist for your outreach campaign. With your team, read the Performance Elements below and the corresponding points possible. Be sure your outreach campaign includes all the elements. After your team has completed the outreach campaign, you will be asked to fill out the points for each element and add up your score. The teacher will use your rubric to grade your performance in the *Arrest That Pest!* unit.

**Name:**

Performance Element	No Attempt 0	Low Performance 1	Average Performance 3	Exemplary Performance 5	Points Earned
Campaign Planning	Students made no attempt to meet objective.	Students did complete the brainstorming process.	Students completed the brainstorming process, but the plan is not clear and/or attainable.	Students brainstormed a thoughtful, attainable campaign plan.	
How to Identify, Survey, and Report; <i>Arrest That Pest!</i> Website (visual and/or Written)	Students made no attempt to meet objective.	Student campaign is missing more than one of the listed requirements.	Student campaign is missing up to one of the listed requirements; requirements included are clear and understandable.	Student campaign includes listed requirements in a clear and understandable manner.	
Picture of EAB (student-drawn or downloaded)	Students made no attempt to meet objective.	Campaign is missing a clearly visible and accurate image of the EAB.	Campaign includes an image of EAB, but it lacks clarity or accuracy.	Campaign includes a clear and accurate image of EAB.	
Headline (a bold title that capture's the viewer's attention)	Students made no attempt to meet objective.	Campaign is missing a clear and effective tagline.	Campaign includes a tagline, but it is not clear or effective.	Campaign includes a clear and effective tagline.	
Originality and Creativity of Design	Students made no attempt to meet objective.	Campaign design lacks originality and/or creativity.	Campaign design includes some creativity and originality.	Campaign is highly creative and original.	
Teamwork	Students made no attempt to meet objective.	One or two people did all or most of the work; two or more conflicts arose between team members.	Most team members contributed their fair share of the work, and/or up to one conflict arose between team members.	The workload was divided and shared equally by all team members; teams worked without conflict.	
Community Outreach	Students made no attempt to meet objective.	Students attempted to plan and present their campaign but were unsuccessful.	Students planned and presented their campaign to an outside group but lacked a clear objective and/or a handout.	Students planned and presented their campaign to an outside group with a clearly met objective and a handout.	
				Points earned:	
				Points possible:	<b>35</b>