



Advocacy and Influence

Rubric to Check Progress

Intent of Advocacy and Influence: Bring about change/support through identification of relevant issues and resolution through data/information and stories that support the need for the intended outcome.

Advocates for the Success of Students by Developing Knowledge, Skills, and Practice in . . .	Distinguished Develops capacity of other advocates	Competent Demonstrates own knowledge, skills, and practice in advocacy	Novice Begins to develop own knowledge and skills in advocacy
Education: The advocate educates him/herself on the issue(s) and process(e) before educating others.	<ul style="list-style-type: none"> ● Provides access to resources to educate others about relevant issue(s) ● Assimilates information and perspectives gleaned from primary resources (e.g., experts in the field, documents) ● Provides relevant data/statistics/information to assure deep understanding of issue(s) ● Identifies specific examples, stories, and experiences support the issues 	<ul style="list-style-type: none"> ● Educates him/herself on relevant issues impacting students' success ● Gets relevant data/ statistics /information to thoroughly understand issue being addressed ● Interviews leaders/educators familiar with issue(s) ● Reviews multiple perspectives to assure understanding of issue(s) ● Identifies own misconceptions of the issue(s) 	<ul style="list-style-type: none"> ● Expresses desire to educate self around issues of importance to him/her ● Relies on multiple perspectives from others familiar with the issue to assure understanding of issue ● Begins to connect knowledge, facts, theories to understand issues being addressed ● Identifies personal stories/experiences connected to the issue

	<ul style="list-style-type: none"> • Shares multiple perspectives with others to assure understanding of issue(s) • Dispels misconceptions of the issue(s) 	<ul style="list-style-type: none"> • Reflects on own experiences/stories connected to the issue 	
<p>Articulation:</p> <p>The advocate defines succinctly the issue(s) and solution(s) in writing or orally for various audiences.</p>	<ul style="list-style-type: none"> • Provides talking points with supporting data/evidence to other advocates for the issue(s) • Assists others in identification of personal stories/experiences that demonstrate the issue and its resolution • Clearly articulates the consequences of the position and reasons for its advocacy 	<ul style="list-style-type: none"> • Identifies conclusions based on thorough examination of evidence, clear explanation of reasonable alternatives, and evaluation of possible consequences • Develops own set of talking points to advocate for the issue, defending a position with precise and relevant evidence while convincingly addressing counterarguments • Identifies and articulates stories/experiences that demonstrate the issue and resolution • Provides a call to action that is responsive to the advocacy cause 	<ul style="list-style-type: none"> • Uses talking points developed by others to advocate for the issue. • Identifies personal stories/experiences that demonstrate the issue and resolution
<p>Demonstration:</p> <p>The advocate shares his/her position with appropriate audiences, connecting the stated problem with the desired</p>	<ul style="list-style-type: none"> • Impacts change by <ul style="list-style-type: none"> • Connecting with leaders who influence the issue. • Shaping direction of policy through involvement at the policy-making level • Using the media regularly to shape public perception of issues 	<ul style="list-style-type: none"> • Develops relationships with whom he/she wants to advocate • Uses varied approaches and strategies to effectively advocate • Shares appropriately with various audiences the connection between the issue and the desired changes • Bolsters position with reliable 	<ul style="list-style-type: none"> • Begins to develop relationships with whom he/she wants to advocate • Beginning to share with various audiences the connection between the issue and the desired change(s). • Uses basic facts and stories to support position(s)

<p>state.</p>	<ul style="list-style-type: none"> ● Has established relationships with those he/she wants to advocate and seeks additional individuals or groups to enlist for advocacy of issues ● Shares varied approaches and strategies appropriate for effective advocacy ● Models the assimilation of reliable statistics, comparative data, and appropriate stories and experiences to build others' capacity in advocacy ● Ignites the passion in others for advocacy 	<p>statistics and comparative data</p> <ul style="list-style-type: none"> ● Stamps the issue and resolution with appropriate personal stories/experiences ● Demonstrates passion for the issue through enthusiasm and energy 	
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