

Professionalism Rubric: Personal Branding

	Novice	Average	Advanced
30 Second Commercial	- Not comfortable giving 30 second commercial - Unsure how to describe professional strengths and may still need to identify examples	30 second commercial is acceptable but more practice is needed with delivery - Gaining an understanding of professional strengths, but may need to be prompted to give examples to back them up	- Strong 30 second commercial delivered confidently - Can articulate professional brand and others recognize strengths
Professional Association & Networking	- No knowledge of industry related professional associations - No follow up done after meeting new contacts	- Awareness of professional associations in industry of interest, but not a member - Inconsistent follow up with new contacts	- Active member of at least 1 professional association - Follow up with new connections after meeting to continually build network
Social Media Presence	- No professional profiles created - Personal profiles are public and contain unprofessional or inappropriate content	- Professional profiles are created but incomplete and not up to date - Personal profiles are public and may contain content that is questionable - Profiles are used sporadically to follow online discussion but rarely to contribute	- Professional profiles are created on social media sites, including LinkedIn and kept up to date - Personal profiles are appropriate and privacy settings established - Join groups, follow relevant companies, and interact in online discussions
Personal Marketing Materials	- Has basic materials only including resume and cover letter, possibly references - Inconsistent look and feel	- Has a few key pieces of marketing materials including resume, cover letter, references, and online profiles - Materials are not all consistent in look and feel; one or more not identifiable with personal brand	- Has marketing materials including a resume, cover letter, references, online profiles, website/blog, and portfolio - All materials have a similar look and feel identifiable with personal brand
Personal Assessment of your Brand	- Unsure how to describe your personal brand and unaware of how other professionals would describe you - Just beginning to gain awareness personal brand	- May not have full understanding of how other professionals would describe your work, but can identify 3 words to describe you as a professional - Only reevaluates personal brand if prompted by another person or specific event	- Can identify 3-5 key words that describe you as a professional that others would agree with - Reevaluate personal brand periodically as experience and connections are gained