

Campbellsville University

CAP 5 Leadership Video Rubric

Master of Arts in Education in Educational Administration (Principal P-12)

Component	Ineffective	Developing	Accomplished	Exemplary
	Video is insufficient in quality, and/or criteria are missing.	Video lacks organization/balanced design and/or details concerning topics are inadequate.	Video quality is sufficient and content addresses all required criteria.	Video quality and content is excellent, with analytical and reflective thinking conveyed in a creative format.
Video Quality Components (editing, sound, communication*)	Video quality is poor due to two or more of the following: inadequate transitions, distractions, low volume/sound, or ineffective communication by the speaker	Video quality is reduced with uneven transitions, and/or minor distractions in editing or background elements Volume of speaker, audio, and/or choice of speech hinders the communication of ideas	Video and editing quality are good, with smooth transitions, absence of distractions, and the presence of adequate lighting Volume of speaker, sound/audio, and choice of speech aid in the transmission of ideas	Excellent video and editing quality that is free of distractions, provides effective lighting and/or graphics that compliment balanced transitions Volume of speaker, sound/audio, and choice of speech enhance the communication of ideas
Ability to improve student achievement	Little discussion of improving student achievement is provided	Discussion of improving student achievement is present but lacks details and/or evidence to support claims	Thorough discussion of rationale and methods that resulted in improving student achievement	Exemplary discussion of rationale and methods that resulted in improving student achievement
Leadership	Description of leadership philosophy is not included; Evidence of application is not included	Description of leadership philosophy is provided, but lacks evidence of application	Leadership philosophy is supported by a thorough reflection upon prior/current leadership experiences	Leadership philosophy is supported by an exemplary reflection upon leadership experiences, highlighting collaboration and/or empowerment with others
Advanced knowledge of curriculum, instruction, and assessment	Little evidence is provided to demonstrate the candidate applies/understands advanced knowledge of curriculum, instruction, and assessment	Some evidence of the candidate demonstrating advanced knowledge of curriculum, instruction, and assessment	Sufficient evidence is present to support the candidate's application of advanced knowledge of curriculum, instruction, and assessment	Ample evidence supports the candidate's claims to apply advanced knowledge of curriculum, instruction, and assessment
Format/Overall Presentation*	Submission is poorly designed and does not meet minimum length expectation; Topics are missing and/or evidence not provided	Fair submission that addresses some of the required topics with details missing, and /or an unbalanced overall design; Does not meet expected length (5 minutes)	Good submission that addresses all required topics in depth in a well-designed format; Meets timeframe (5-7 minutes) expectation	Excellent submission that incorporates thorough evidence for all topics in a creative and balanced design; Meets timeframe (5-7 minutes) expectation

**Based upon 21st Century Skills*