

Rubric for Equity-Centered Recruitment

Criteria	1 - Limited	2 - Developing	3 - Proficient	4 - Exemplary
Inclusive Messaging	Marketing materials do not reflect diversity; no images or language representing the target population.	Some diversity is represented, but efforts lack consistency or depth across channels.	Marketing materials clearly reflect diversity and target populations; messaging is consistent across multiple channels.	Marketing materials are thoroughly inclusive and reflect diverse backgrounds across all channels; materials are also regularly reviewed and updated to improve representation.
Diverse Representation	Recruitment events lack representation from nontraditional groups; students do not see themselves represented.	Some effort to include diverse speakers or role models, but not consistently or strategically.	Recruitment events regularly include speakers or role models from nontraditional groups, showcasing a variety of career paths in manufacturing.	Recruitment events are thoughtfully designed with diverse representation at every level, including collaboration with nontraditional groups to feature speakers who deeply connect with students from target groups.
Accessible Information	Outreach materials are difficult to understand or are provided only in one language, limiting access.	Some outreach efforts are clear and accessible, with occasional translations or simplified formats.	Outreach efforts are consistently clear, easy to understand, and accessible; translations or simplified materials are available for key documents.	Outreach efforts are highly accessible, with materials translated and simplified as needed; there are multiple options for engagement to ensure all students and families can understand and participate fully.
Tailored Recruitment	Recruitment strategies do not address barriers faced by nontraditional students, leading to limited reach.	Some recruitment strategies are aimed at addressing barriers, but they may lack customization for different groups.	Recruitment strategies consistently address key barriers for nontraditional students, using thoughtful messaging and engagement to remove obstacles.	Recruitment strategies are well-designed, highly targeted, and adaptable to meet the diverse needs of nontraditional students, demonstrating an in-depth understanding of unique challenges and proactive solutions.