

# PROFICIENCY SCALES

## ABOVE PROFICIENT (A-A+)

- Has multiple stories in the works at all times
- Has a strong sense of writing for the audience but not simply pandering to “lowest-common-denominator interests”
- Constantly looking for ways to innovate to produce better stories/pieces
- Has a lively story idea list and keeps it updated more than once per week
- Demonstrates strong journalistic skills and habits
- Responds well to criticism
- Makes changes, applies edits first time asked
- Contacts multiple, credible sources

For editors and assistant editors: (In addition to above requirements)

- Models exceptional work ethic and professional behavior for staff
- Goes the extra mile
- Develops good personal and Eagle Eye goals and pursues them effectively,
- Reflects well on progress

## PROFICIENT (B+-A-)

- Arrives to class on time unless previously confirmed with advisor
- Stays focused and productive throughout the entire class; doesn't leave early
- Demonstrates competent journalistic skills and habits
- Consistently works to improve his/her reporting/writing
- Is a good team player, Working well with others at all levels
- Communicates clearly and punctually
- Maintains positive attitude when giving or receiving critical comments
- Consistently meets deadlines

For editors and assistant editors: (In addition to above requirements)

- Models good habits for staff
- Helps staff develop story ideas and pursue stories
- Helps staff shape stories through editing and coaching
- Works with staff to make the Print and/or online publications stronger and stronger
- Develops good personal and Eagle Eye goals and pursues them effectively

## WELL BELOW PROFICIENT (F-D+)

Above Proficient (C-B)

- Occasionally not on time to class
- Struggles to stay focused and productive throughout the entire class
- Sometimes leaves class early
- Demonstrates minimum or inadequate journalistic skills and habits
- Settles for just good enough writing/reporting
- Is not always a team player
- Only works with others when needing personal help
- Contacts multiple, credible sources
- Effective communication
- Occasionally displays a negative attitude when giving or receiving critical comments
- Does not meet all deadlines

For editors and assistant editors: (In addition to above requirements)

- Occasionally models poor habits for staff
- Sporadically helps staff develop story ideas and pursue stories
- Sporadically helps staff shape stories through editing and coaching
- Does not spend adequate time working with staff to make the print and/or online stronger
- Develops overly general or inadequate personal and Eagle Eye goals; may or may not pursue them

## BELOW PROFICIENT (C-B)

Well below proficient (F-D+)

- Rarely on time to class
- Not focused and productive during class time
- Often leaves class early
- Demonstrates lack of adequate journalistic skills and habits
- Settles for weak Reporting/writing or does not complete assigned work
- Is not a team player
- Refuses to work with others
- Refuses to communicate with others
- Displays a negative attitude when giving or receiving critical comments
- Does not meet deadlines
- Does things for other classes without permission

For editors and assistant editors: (In addition to above requirements)

- Models poor habits for staff
- Does not help staff develop story ideas and pursue stories
- Does little to no editing and coaching of staff writing
- Does not work with staff to make the print and/or online publications stronger
- Develops inappropriate personal and Eagle Eye goals; or has no goals.