

Evaluation Rubric for NALMS Student Videos

Description: The rubric below details how student-made videos will be evaluated. Each video should be professional and provide content in a concise, clear, and accurate manner that is easily understood by a non-technical audience. One video will be accepted per quarter; accepted videos will be posted on the NALMS YouTube channel and/or website, and a travel award of \$250 USD/video will be given to the student to attend a future (within 1 year) NALMS conference.

Grading: All dimensions are weighted equally. For a video to meet the minimum requirements of the NALMS video series, a video must have (1) an overall score of 12 (60%) and (2) each dimension score be equal to or greater than 3. Scores will be determined as follows:

Score range is 1 = lowest; 5 = highest

- 1:** Dimension fails to meet most or all criteria given in the description of video standard.
- 2:** Dimension meets some, but fails on other criteria given in the description of video standard.
- 3:** Dimension meets a majority of the criteria given in the description of video standard; deficiencies are relatively minor.
- 4:** Dimension meets all criteria given in the description of video standard.
- 5:** Dimension exceeds all criteria given in the description of video standard.

Video dimensions	Description of video standard	Score (1-5) and comments
Video Length and Quality	Videos produced by students must adhere to a 3–5 minute length, and must only present <i>high quality</i> video and sound. Additionally, all videos must include subtitles or closed captioning. This is to ensure message clarity and make sure that video is useful to users regardless of whether audio is available.	

<p>Clarity and Accuracy</p>	<p>All content must be materially accurate and easily understood by a non-technical audience. A “step-by-step” approach is encouraged (see video examples). Relevant references must be given at the end of the video. Any figures used must be clearly explained (e.g. figure axes and units).</p>	
<p>Professionalism</p>	<p>Because videos will ultimately represent NALMS, all videos must be professional. Videos <i>cannot</i> contain (1) copyrighted material of any kind, (2) inappropriate music, jokes, or slang, (3) nudity or explicit content, (4) logos of any kind (including the student’s institution). Students are expected to wear professional attire (e.g., collared shirts, khaki pants or shorts, closed toe shoes). Additionally, appropriate safety equipment must be worn in videos (e.g. life jackets during on-the-water videos; steel-toed boots and eye and ear protection if power tools are used).</p>	
<p>Evaluator’s Choice (subjective; to rank videos in the case of a large number of responses that cannot all be funded from pool available)</p>	<p>Does the presenter present material in a novel manner; are high quality visuals used throughout the video; use of appropriate humor; does the presenter show and explain graphs from relevant publications?</p>	