

Rubric for *Why WSU? Student-created Videos*

WSU Foundation: our mission is to promote, accept, and maximize private support for programs, initiatives, and properties of WSU statewide. We prudently manage, invest, and act as stewards of the assets entrusted to us by WSU and our alumni, friends, and donors.

The rating scale is as follows:

0-Video does not meet criteria

1-Video meets criteria

2-Video exceeds criteria

1. **Philanthropic focus**—does the video include messaging about the impacts of philanthropy? *NOTE: if you give the video a score of '0' in this category, you do not need to continue scoring this video.*

0 1 2

2. **Originality**—how well does the video stand out?

0 1 2

3. **Diversity**—does the video represent diverse students from all walks of life?

0 1 2

4. **Engagement**—does the film generate energy and excitement for WSU? In other words, do you think the video incites donors to offer support?

0 1 2

5. **Basic quality of the film**—

Clarity of images

0 1 2

Editing

0 1 2

Sound

0 1 2

Lighting

0 1 2

Smooth transitions

0 1 2

Focus/perspective

0 1 2

Does the video have a beginning, middle and end?

0 1 2

6. **Messaging**—does the video appropriately and consistently represent student experience at WSU?

0 1 2

Does the video demonstrate through imagery and messaging why the students love WSU?

0 1 2

Does the video show through imagery and messaging the importance of donors and how they've helped the students?

0 1 2

7. **Impact/Resonance**—Does the video offer a take away? Do the images and/or messages resonate with you?

0 1 2