

2025 ASEE Community Engagement Division Video Competition Rubric

Category	Best Engagement Video Weight	Excellent (5 pt)	Good (3 pt)	Adequate (1 pt)	Inadequate (0 pt)
Impact	0.40	Viewers are left with a strong understanding of the message and impact it would have on the community and feel like they want to learn/do more. The message itself generates outstanding value for engineering community engagement stakeholders at large.	Viewers are left with a general understanding of the message, the impact it would have on the community and will remember the video. The message itself generates good value for engineering community engagement stakeholders at large.	Viewers mostly understand the message and impact it may have on the community and might remember the video. Some introduced themes/topics may distract from the message. The message itself generates some value for engineering community engagement stakeholders at large.	The presentation is unclear on the message, impact on the community is unclear and unmemorable. The message itself generates little value for engineering community engagement stakeholders at large.
Best Practices	0.20	The video exemplifies and communicates best practices in engineering community engagement in an outstanding manner. These may include incorporation of reflection, reciprocity between partners (which may include partner participation in the video itself), and so on.	The video exemplifies and communicates best practices in engineering community engagement.	The video somewhat reflects best practices in engineering community engagement.	The video does not exemplify or communicate best practices in engineering community engagement.
Creativity	0.20	The video effectively uses unique and original methods to convey how community was involved and kept the viewers engaged.	The video uses traditional methods for telling the story but does include some unique elements throughout the video to effectively engage the viewers.	The video uses a unique method to express the message, but the method(s) overshadow the message, leaving the viewer confused or unclear on the video's purpose.	The entire video only uses a very traditional manner to present their message and does not include any creative elements that can engage the viewers.
Production	0.20	Video is well planned and shot, with smooth transitions and edits. Sound is expertly balanced and easy to hear. All sound and visual elements coincide with the video's message. All titles and credits were accurate, legible, and caught the viewer's attention.	Video is well planned and shot, with competent edits. Sound is well balanced and easy to hear. Most sound and visual elements blend with the video's message. All the titles and credits were accurate, but some were not legible or did not catch the viewer's attention.	Video was somewhat planned. Transitions and edits are rudimentary. Sound is reasonably balanced. Some sound and visual elements are distracting. Titles and credits were accurate but were usually illegible and/or did not effectively catch the viewer's attention.	Video is not well planned and has poor edits. Sound is of poor quality. Many sound and visual elements distract from the video's message. Titles and/or credits were inaccurate or missing.