

Benedictine University

ASSURE Model Development

Objectives:

1. Demonstrate ability to write a quality comprehensive cohesive lesson plan that includes ALL elements of the ASSURE Model (refer to *Instructional Media and Technology for Learning*, chapter 2):
 - a. Analyze audience
 - b. Set objectives (there should be 3-5 learner objectives, including at least one application level objective)
 - c. Select methods, media, and materials
 - d. Utilize methods, media, and materials (include a detailed content outline as part of this section)
 - e. Require learner participation
 - f. Evaluate and revise

It is expected that the ASSURE Model lesson plan is accurate, complete in content, cohesive, and in appropriate detail and depth.

1. Demonstrate ability to create relevant information handouts and effective audiovisual aides, applying principles of video literacy/design as appropriate. Develop and include copies of all needed flyers, handouts, and forms related to the ASSURE Model. One instructional handout must be an original creation by you (with no copyright infringements on content!). To review and obtain additional handouts to add to your Appendix to support of your lesson, make an appointment to meet in person with the manager of the Benedictine University Healthy Table nutrition education center (#630-829-6518) to review available copy-ready handouts.
 2. Demonstrate ability to identify resources. For each prepared instructional media/materials (e.g., poster, food models, etc.) identified in the ASSURE Model, provide a source (name, phone, address, pricing).
 3. Demonstrate ability to create effective evaluation tools. Learner tests (e.g., pre-, post-) should have 4-7 well-written items. Presenter evaluations should have 6-8 items. Develop tools and include copies.
- This rubric delineates scoring (points) in each category/element of ASSURE Model project assessment. "Meeting requirements with excellence" means meeting (or a student may elect to exceed) the criteria established to create a well-written lesson plan. Satisfactory means acceptable, but not top level. There are 5 levels of point designation.
 - **To print this rubric, you will need to change the printer "properties" to "landscape" paper size.**

Elements: Scale:	Audience Analysis	Format for Objectives	Methods Selection	Instructional Media Selection
<p align="center">4 Meets Requirements with Excellence OR Exceptional</p>	<p>Target audience is clearly & comprehensively defined:</p> <ul style="list-style-type: none"> • gender/sex • age range/grade level/s • job/position if appro. • ethnic/cultural if appro. • socioeconomic factors • geographic area • pre-requisite skills • learning style/s • motivational factor/s • physiological factors if appropriate 	<p>3-5 well-written objectives, in correct format to include:</p> <ul style="list-style-type: none"> • subject • measurable verb • conditions of performance • degree of accomplishment <p><u>AND</u> include completed objective appraisal .</p>	<p>Description of methods:</p> <ul style="list-style-type: none"> • Identify and explain HOW at least 2 methods will be utilized as part of the presentation. • At least 1 method is more enactive. • Explains WHY the enactive method was chosen for use in your presentation, referring to "Dale's Cone" and learning theories. • Is cohesive/consistent with objectives. 	<p>Use should be consistent with objectives and methods. For <i>each</i> of the media:</p> <ul style="list-style-type: none"> • Identify type of media • Describe each item • Describe intended use (i.e., why) for item • Include a copy of each that is a handout in the Appendix: actual copy (watch copyrights for printing purposes!) <p>Incorporate at least 3 <i>forms</i> of media (handout is 1 <i>form</i>).</p>
<p align="center">3 Satisfactorily Meets Requirements OR Standard</p>	<p>Omission of 1-2 needed components. <u>OR</u> Range of characteristics is too broad in 2-3 needed areas.</p>	<p>1 of the 3-5 objectives is in incorrect format <u>OR</u> Missing objective appraisal.</p>	<p>Methods are consistent with objectives <u>AND</u> 1 is enactive, <u>BUT</u> Explanation of how and why is only superficially tied to theories in course.</p>	<p>Media is consistent with objectives <u>AND</u> at least 3 <i>forms</i> of media are described and provided in appendix <u>BUT</u> Explanation is superficial.</p>
<p align="center">2 Below Minimal Standards; Needs More Work</p>	<p>Target audience description is missing 3-4 needed components. <u>OR</u> All components present but range of characteristics is too broad in > 4 needed areas.</p>	<p>2 of the 3-5 objectives are in incorrect format <u>OR</u> 1 objective is in incorrect format and missing objective appraisal.</p>	<p>Methods are consistent with objectives <u>AND</u> 1 is enactive, <u>BUT</u> Explanation of methods is missing either the how or why.</p>	<p>Media is consistent with objectives <u>AND</u> at least 3 <i>forms</i> of media are described adequately, <u>BUT</u> examples absent in appendix. <u>OR</u> Consistent with objectives <u>BUT</u> < 3 media <i>forms</i></p>
<p align="center">1 Does Not Meet Standards; Needs Substantial Revisions</p>	<p>Target audience description is missing > 4 needed components.</p>	<p>2 or less objectives <u>OR</u> 3 of the 3-5 objectives are in incorrect format <u>OR</u> 2 of the 3-5 objectives are in incorrect format and missing objective appraisal</p>	<p>Description of methods is not cohesive with learner objectives. <u>OR</u> 2 methods are not employed. <u>OR</u> 1 method is not enactive.</p>	<p>Media inconsistent with objectives <u>OR</u> Consistent with objectives <u>BUT</u> < 2 media <i>forms</i></p>
<p align="center">0 Absent</p>	<p>Audience analysis missing</p>	<p>Objectives missing.</p>	<p>Discussion of methods missing.</p>	<p>Media section missing.</p>

Elements: Scale:	Visual Aspects of Instructional Material *	Content Aspects of Instructional Material *	Utilize Media and Materials	Utilize – Presentation - Provide Experience
<p align="center">4</p> <p align="center">Meets Requirements with Excellence OR Exceptional</p>	<p>Your material should be:</p> <ul style="list-style-type: none"> • creative • colorful • organized • appropriate "white space" • contain appro. graphics • 1 full page (8"x11.5"); 1-2 sides; flat or folded • professional appearance 	<p>Your material should be:</p> <ul style="list-style-type: none"> • accurate in knowledge • current in knowledge • match target audience • support your objectives <p><u>AND</u> include completed appraisal with a high rating</p>	<p>Description of plans to:</p> <ul style="list-style-type: none"> • Preview media and materials • Prepare media and materials • Prepare the environment <p>Include discussion of <i>when</i> ALL media and materials are utilized.</p>	<p>Description of plans to:</p> <ul style="list-style-type: none"> • Prepare the learners - explain motivational method • Provide introduction to session and self • Plans to pre-assess
<p align="center">3</p> <p align="center">Satisfactorily Meets Requirements OR Standard</p>	<p>1 of the components is partially deficient.</p>	<p>1 minor error <u>OR</u> Missing completed appraisal.</p>	<p>1 omission of above components <u>OR</u> Partial deficiency of 2 components.</p>	<p>Partial deficiency of 1 bulleted component listed above.</p>
<p align="center">2</p> <p align="center">Below Minimal Standards; Needs More Work</p>	<p>1 of the components is completely deficient <u>OR</u> 2 components are partially deficient.</p>	<p>2 minor errors <u>OR</u> 1 major error <u>OR</u> 1 minor error and missing appraisal.</p>	<p>2 omissions of above components. <u>OR</u> Partial deficiency of 3 components.</p>	<p>Omission of 1 of bulleted component. <u>OR</u> Partial deficiency of 2 components.</p>
<p align="center">1</p> <p align="center">Does Not Meet Standards; Needs Substantial Revisions</p>	<p>2 or more of the components are completely deficient <u>OR</u> 3 or more components are partially deficient.</p>	<p>More than 2 minor errors <u>OR</u> More than 1 major error <u>OR</u> More than 1 minor error and missing appraisal.</p>	<p>More than 2 omissions of above components. <u>OR</u> Partial deficiency of all components.</p>	<p>Omission of 2 of bulleted components. <u>OR</u> Partial deficiency of all components.</p>
<p align="center">0</p> <p align="center">Absent</p>	<p>Instructional material missing or not created by the student.</p>	<p>Instructional material missing or not created by the student.</p>	<p>Media/materials utilization description is missing.</p>	<p>Omission of description of above components.</p>

* One instructional material to be created by the student.

Elements: Scale:	Utilize - Presentation - Organization	Utilize - Presentation - Accuracy	Utilize - Presentation - Content Detail	Presentation Outline Supportive Detail
<p align="center">4</p> <p align="center">Meets Requirements with Excellence OR Exceptional</p>	<p>Outline should be:</p> <ul style="list-style-type: none"> Organized and logical in flow In outline format Indicate time allocations for each section Written to be 30-60 minutes in length 	<p>No errors of interpretation <u>AND</u> All information is current</p>	<p>Outline:</p> <ul style="list-style-type: none"> Comprehensive, detailing major concepts for presentation Professional in choice of words/terms, but appropriate for audience level. Provide summary in conclusion. <p>(Note: estimated length of 3-4 double spaced typed pages)</p>	<p>As appropriate, refer to use of:</p> <ul style="list-style-type: none"> Media and Materials Methods Evaluation strategies in introduction and conclusion <p>In each section of presentation outline.</p>
<p align="center">3</p> <p align="center">Satisfactorily Meets Requirements OR Standard</p>	<p>All components met, <u>EXCEPT</u> presentation not written in outline format.</p>	<p>All information is current <u>BUT</u> 1 minor error of interpretation</p>	<p>Detail could be expanded for further clarity. (Page length is likely 2-3 pages)</p>	<p>Use of media/materials or methods not completely identified by omission of 1 media or method previously identified in Selection sections.</p>
<p align="center">2</p> <p align="center">Below Minimal Standards; Needs More Work</p>	<p>All components met, <u>EXCEPT</u> time allocations not clearly differentiated.</p>	<p>2 minor errors of interpretation <u>OR</u> 2 minor statements of information presented are not current.</p>	<p>Detail could be expanded for further clarity. (Page length is likely 2 pages)</p>	<p>Omission of 2 previously identified media or methods in Selection sections <u>OR</u> omission of evaluation strategies in introduction or conclusion.</p>
<p align="center">1</p> <p align="center">Does Not Meet Standards; Needs Substantial Revisions</p>	<p>Presentation is logical and organized, <u>BUT</u> time allocations <u>AND</u> outline format missing.</p>	<p>3 minor errors of interpretation <u>OR</u> 3 minor statements of information presented are not current. <u>OR</u> 1 major error or interpretation</p>	<p>Detail could be expanded for further clarity. (Page length is likely 1-2 pages)</p>	<p>Omission of 3 previously identified media or methods in Selection sections <u>OR</u> omission of evaluation strategies in both introduction or conclusion <u>OR</u> combination of deficits.</p>
<p align="center">0</p> <p align="center">Absent</p>	<p>Presentation is not organized nor in logical sequence. (even if other components present) <u>OR</u> content outline missing.</p>	<p>> 1 major error <u>OR</u> > 4 minor error of interpretation of misinformation <u>OR</u> content outline missing.</p>	<p>Content outline missing.</p>	<p>These portions of content outline missing.</p>

Elements: Scale:	Require Learner Participation	Evaluate: Learning	Evaluate and Revise: Presenter Plans	Tool for Learner Evaluation **
4 Meets Requirements with Excellence OR Exceptional	Lesson plan provides for active learning. Explanation describes the: <ul style="list-style-type: none"> Experiences in which active learning takes place through the lesson Methods of learner participation utilized Rationale for choices 	Explain detailed plans (How? What will you ask?) for evaluation of learning: <ul style="list-style-type: none"> Before/pre-assessment Formative Summative/post-test 4-7 questions Plans should be cohesive/ consistent with learner objectives.	Explain detailed plans (How? What will you ask? What will you monitor?) for evaluation and revisions of: <ul style="list-style-type: none"> Presentation itself Methods Media Materials Level of learner participation 6-8 questions 	Develop an evaluation tool as separate form that will measure learner achievement Learner evaluation to include items/form and answer key.
3 Satisfactorily Meets Requirements OR Standard	All components present, but only a superficial explanation provided.	Plans inconsistent with 1 lesson plan objective <u>OR</u> missing one bulleted category listed above <u>OR</u> partial deficiency of 2 categories.	Omission of 1 bulleted category above <u>OR</u> partial deficiency of 2 categories.	Tool inconsistent with 1 lesson plan objective. <u>OR</u> 1 question short <u>OR</u> Answer key needs further explanation.
2 Below Minimal Standards; Needs More Work	Rationale for choices missing <u>OR</u> methods not clearly explained.	Plans inconsistent with 2 lesson plan objectives <u>OR</u> missing 2 bulleted categories listed above <u>OR</u> partial deficiency of 3 categories.	Omission of 2 bulleted category above <u>OR</u> partial deficiency of 3 categories.	Tool inconsistent with 2 lesson plan objectives. <u>OR</u> 2-3 questions short <u>OR</u> Answer key missing answers.
1 Does Not Meet Standards; Needs Substantial Revisions	Rationale for choices missing <u>AND</u> methods not clearly explained.	Plans inconsistent with 3 lesson plan objectives <u>OR</u> missing 3 bulleted categories listed above <u>OR</u> partial deficiency of all categories.	Omission of 3 bulleted category above <u>OR</u> partial deficiency of all categories.	Tool inconsistent with 3 lesson plan objectives. <u>OR</u> 4-5 questions short <u>OR</u> Answer key missing
0 Absent	Learner participation section missing.	Plans to evaluate learning absent.	Plans to evaluate presentation and presenter absent.	Evaluation tool absent.

** Evaluation instrument is to be created by the student.

Elements: Scale:	Tool for Presenter Evaluation **	Cohesiveness with Objectives	Format	ASSURE MODEL Points Allocation
4 Meets Requirements with Excellence OR Exceptional	Develop an evaluation tool as separate form that will measure achievement of presenter plans.	All listed in level 3 <u>PLUS</u> Use word "objective" in written rationale for each section to clearly identify where cohesiveness is discussed.	All listed in level 3 <u>PLUS</u> Professional look to submission (BONUS POINT OF 1)	Total number of points = 75
3 Satisfactorily Meets Requirements OR Standard	Tool inconsistent with 1 criterion in level 4 Evaluate Presenter Plans <u>OR</u> 1 question short	Lesson plan is cohesive. Objectives drive the entire ASSURE Model lesson. <ul style="list-style-type: none"> Objectives are appropriate for audience Objectives are appropriate for the topic Methods are appropriate to meet level of objectives Use of materials/media are based upon methods Enactive method relates to application objective/s Content (outlined) helps learners meet objectives Evaluation of learning questions do assess achievement of objectives 	<ul style="list-style-type: none"> Standard paper size (8 1/2"x11") Text font size of 12 Set all margins at 1" Headers either bold at 12 size font or 14-18 size font Use one type font for all text. Acceptable to use another type font for headers and handouts. Double space (only) White paper Number pages on bottom 8-12 (\pm 2) pages of text Appendix located at end (and not included in page count) 	A = 4 (5.3%) S = 8 (10.7%) S = 16 (21.3%); one-half related to creation of instructional handout U = 24 (32%); most (83%) related to content outline R = 4 (5.3%); although part of methods discussion too E = 16 (21.3%); one-third related to evaluation tool Format = 3 (4.0%)
2 Below Minimal Standards; Needs More Work	Tool inconsistent with 2 criteria level 4 Evaluate Presenter Plans <u>OR</u> 2-3 questions short	1 criterion incorrect.	1 criterion incorrect.	Complete a Self-Assessment ___/75 = ___% Peer Assessment ___/75 = ___%
1 Does Not Meet Standards; Needs Substantial Revisions	Tool inconsistent with 3 criteria level 4 Evaluate Presenter Plans <u>OR</u> 4-5 questions short	2 criteria incorrect.	2 criteria incorrect.	Instructor grading ___/75 = ___% 69-75 = A 60-68 = B
0 Absent	Evaluation tool absent.	> 2 criteria incorrect.	> 2 criteria incorrect. Note: not typed is 10% grade reduction.	<60 points or <3 score = needs more work

** Evaluation instrument is to be created by the student.