

Excellence in PK-12 HR Communication Award

The Excellence in PK–12 HR Communication Award recognizes a school district’s personnel or human resources department that demonstrates exemplary use of communication—across digital and non-digital platforms—to inform, engage, and support current and prospective employees. This award honors HR teams that strategically align their messaging with district human capital goals; communicate with clarity, inclusivity, and transparency; and leverage multiple modalities. Submissions should showcase how communication efforts reflect ethical and equitable practices, strengthen district branding, and contribute to meaningful outcomes in accordance with the Human Capital Leaders in Education (HCLE) Standards. Documentation must lead directly to HR-led communication artifacts and demonstrate a cohesive, high-quality approach to PK–12 HR communication.

| Element | Distinguished (3 points) | Satisfactory (2 points) | Minimal (1 points) | No Evidence (0 points) | Score |
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| Strategic Alignment & Purpose | Communication clearly aligns with district HR strategy or school mission (e.g., supports staffing, retention, equity or culture). Purpose is explicit, and the piece is clearly designed to advance defined HR goals. | Communication mostly aligns with HR/district goals; purpose is clear though not always explicitly tied to strategy. | Communication has a basic purpose (e.g., “inform staff”), but limited/no connection to broader HR strategy or goals. | Communication seems ad-hoc or reactive, with no clear purpose, or misaligned with HR/district priorities. | |
| Audience Awareness & Inclusivity | Audience is clearly defined; communication is accessible (e.g., multiple formats, clear language) and inclusive (e.g., addresses all employees). | Audience is considered; communication is mostly accessible and inclusive with minor limitations. | Communication targets some audiences (e.g., only teachers or only certified staff), or is accessible only in one modality; inclusivity is limited. | Communication fails to consider full workforce. inaccessible (complex language or limited format) or excludes important groups. | |
| Engagement & Readability / Design | Content is very clear, well-organized, and accurate. Communication is highly engaging: well-designed layout, readable, visually appealing (or appropriate formatting), easy to navigate (if digital), or easy to follow (print). Uses effective visuals, headings, segmentation. | Content is reasonably clear and accurate; minor ambiguities or minor omissions. Communication is clean and readable; layout/design is functional though not exceptional. Some visual/formatting strengths; minor issues. | Some clarity, but content is muddled or partially unclear. Communication is somewhat plain or dated; readability acceptable but not optimized; limited design or formatting; may be text-heavy or hard to skim. | Content is confusing, inaccurate, or misleading. Communication is poorly designed or formatted; difficult to read or navigate; text-heavy, cluttered, or inappropriate for medium/audience. | |
| Multi-modal & Strategic Use of Channels | Uses multiple appropriate channels/modalities to maximize reach and engagement. Channel choice matches message and audience needs effectively. | Uses at least two different channels/modalities appropriately; channel choices are mostly well matched to message. | Uses only one channel or multiple channels but with inconsistent effectiveness. Channel choice may not fit the audience. | Uses a single channel poorly; fails to consider reach or medium effectiveness; channel poorly matched to audience/message. | |
| Consistency & Branding / Identity | Communication strongly reflects a coherent, professional HR brand - design, tone, style, and identity consistent across pieces/mediums. | Communication shows reasonable consistency in branding and style; minor inconsistencies but overall cohesive. | Some inconsistencies in style or branding across materials; tone or design changes that may confuse the audience. | No identifiable brand or style; inconsistent design or tone; appears disjointed or unprofessional. | |
| Impact & Outcome / Effectiveness | Communication results in demonstrable positive impact (e.g., high engagement response rates, improved feedback, recruitment/retention wins, increased compliance). There’s evidence or data supporting effectiveness. | Communication shows reasonable effectiveness (some positive engagement or feedback). There is at least informal evidence (e.g., anecdotal, initial metrics). | Limited impact or unclear if communication achieved the goal. No formal evaluation, limited feedback, uncertain results. | No evidence of impact; communication likely did not meet its objective; no evaluation or engagement. | |
| Revised 1/6/26 | | | | TOTAL SCORE: | |

**Please note that while the total amount you’ve submitted provides helpful information for initial placement on the rubric, it does not serve as the sole determining factor. Additional documentation, contextual details, and professional discretion are still required to ensure an accurate and equitable review. Final decisions will be made through a combination of the submitted evidence and the district’s professional discernment process.*