**Rubric for Student Pharmacist Video Competition**

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| Criteria | Excellent (5) | Good (4) | Satisfactory (3) | Needs Improvement (2) | Unsatisfactory (1) |
| Content Accuracy | Thoroughly accurate and detailed information on ambulatory care pharmacists, including roles, responsibilities, and impact. | Accurate information with minor omissions; covers most aspects of the role. | Basic understanding with several inaccuracies; lacks depth. | Major inaccuracies; does not convey the role effectively. | Misleading or incorrect information presented. |
| **Clarity of Message** | Clear, concise, and well-structured message; easy to follow. | Mostly clear message; some parts may be slightly confusing. | Message is somewhat unclear; requires effort to follow. | Message is confusing; difficult to understand. | No clear message; completely incoherent. |
| **Engagement and Creativity** | Highly engaging presentation; creative use of visuals, storytelling, or examples that capture interest. | Engaging; some creative elements used, though could be more dynamic. | Limited engagement; few creative elements present. | Lacks engagement; minimal creativity. | No engagement; no creative elements used. |
| **Professionalism** | Highly professional presentation; polished delivery, attire, and visuals. | Professional but may have minor issues in delivery or visuals. | Somewhat professional; noticeable issues with delivery or visuals. | Lacks professionalism; significant issues in presentation. | Unprofessional; distracting delivery or visuals. |
| **Technical Quality** | Excellent video and audio quality; well-edited and visually appealing. | Good quality; minor technical issues that don’t detract significantly. | Average quality; noticeable technical issues that affect viewing. | Poor quality; significant technical problems that hinder understanding. | Very poor quality; unwatchable due to technical issues. |
| **Adherence to Guidelines** | Fully adheres to all guidelines (length, format, topic focus). | Mostly adheres to guidelines with minor deviations. | Some adherence; several deviations from guidelines. | Poor adherence; many deviations from guidelines. | Does not adhere to guidelines at all. |
| Overall Impact | Leaves a lasting impression; inspires further interest in the roll of ambulatory care pharmacists | Positive impact; encourages interest but less memorable. | Neutral impact; does not strongly inspire or provoke thought. | Limited impact; audience is unlikely to remember the message. | No impact; fails to provoke interest or thought. |

**Scoring**

* **Total Score:** \_\_\_ / 35
* **Comments:**  
  (Provide specific feedback on strengths and areas for improvement.)

**Additional Notes**

* Encourage participants to emphasize the impact of ambulatory care pharmacists on patient outcomes and healthcare teams.
* Videos should be informative yet engaging, suitable for a diverse audience, including patients and healthcare professionals.

This rubric can help provide clear expectations for participants while ensuring a fair and comprehensive evaluation of their submissions!