**Portfolio Assessment Rubric ~ M.S. in Museums & Digital Culture ~ Pratt Institute School of Information**
**Updated: 10 October 2018**

| | Satisfies E-Portfolio Graduation Requirement | | Does *NOT* satisfy E-Portfolio Graduation Requirement | |
|---|---|---|---|---|
| **Program-level Learning Objective** | **Exemplary** | **Competent** | **Developing, Revisions Required** | **Unacceptable, Major Revisions Required** |
| **Foundations of Museums & Digital Culture** – Analyze and articulate the role and function of information and digital technologies in shaping the evolving social role and practice of museums and related cultural heritage institutions. | Demonstrates ability to analyze and articulate the relationship between digital technologies and cultural heritage institutions. Viewpoints and interpretations are insightful and well supported. Significant and detailed examples are provided, as applicable. Can adeptly place their work within the context of the field and discuss its relevance. Shows an ability to reflect on their practice, and show potential to become a leader in the field. | Demonstrates ability to analyze and articulate the relationship between digital technologies and cultural heritage institutions. Viewpoints and interpretations are supported. Appropriate examples are provided, as applicable. Can generally place their work within the context of the field and discuss its relevance. | Does not consistently demonstrate ability to analyze and articulate the relationship between digital technologies and cultural heritage institutions. Viewpoints and interpretations are not sufficiently supported, or supported with flawed arguments. Examples, when applicable, are not provided or are irrelevant to the assignment. | Does not ever demonstrate the ability to analyze and articulate the relationship between information and digital technologies and cultural heritage institution. Viewpoints and interpretations are missing, inappropriate, and/or unsupported. Examples, when applicable, are not provided. May not be ready to enter the field as a professional. |
| **Museum Information Management & Technologies** – Describe and manage analog and digital information and collections to increase the inclusivity, accessibility, and sustainability of cultural heritage. | Skillfully performs one or more activities related to museums information management, from data to collections. Show thorough understanding of current best practices and new developments. Demonstrates ability to problem solve and address common issues strategically and creatively. Proposed solutions to accessibility, inclusivity or sustainability issues are clearly driven by the needs and expectations of one or more specific target audiences. Said solutions are also technically feasible, socially desirable, and culturally appropriate. | Effectively performs one or more activities related to museums information management, from data to collections. Shows adequate understanding of current best practices and new developments. Proposed solutions are driven by the needs and expectations of a target audience. | Demonstrates limitations in performing one or more activities related to museums information management, from data to collections. Does not consistently show adequate understanding of current best practices and new developments. | Shows little or no ability to perform activities related to museums information management, from data to collections. Does not show adequate understanding of current best practices and new developments. Makes no effort to consider the needs of a target audience. |

| | | | | |
|---|---|---|---|---|
| **Digital Technology & Tools** – Select and effectively employ digital technology to enhance museum and cultural heritage services that inform and engage diverse communities. | Effectively selects and employs digital technology to support and enhance a broad range of museum and cultural heritage services—from information management to audience experience evaluation. Demonstrates proficiency in using digital tools to perform relevant tasks associated with information and user-related museum activities (e.g., collection management, data analytics, user evaluation, etc.). Diverse communities are served through solutions provided. | Effectively uses digital technology to support and enhance various museum and cultural heritage services. Demonstrates capability to use digital tools to perform relevant tasks associated with information and user-related museum activities. | Demonstrates limited capability to use digital tools associated with relevant information and user-related museum activities. | Does not effectively use digital tools associated with any of the information and user-related museum activities. |
| **Research** – Investigate information environments and audience needs, behaviors, and experiences through appropriate research methods and data analysis. | Demonstrates strong ability to investigate information environments and audience needs, behaviors, and experiences through appropriate research methods and data analysis. Research is goal oriented and developed through a suitable methodology. Demonstrates ability to clearly identify areas, aspects or issues to be investigated and formulate appropriate research questions. Is able to gather background information from quality sources. Provides insights and draws conclusions supported by evidence. Demonstrates ability to identify a research topic that is original and conduct an investigation that has the potential to contribute to field. | Shows ability to investigate information environments and audience needs, behaviors, and experiences through appropriate research methods and data analysis. Research is goal oriented and applies a suitable methodology but includes some information that is only tangential to the topic. Demonstrates ability to gather background information from quality sources. Makes a sufficient effort to provide insights and draw conclusions based on the information or data collected. | Research has a vague goal and mixes relevant and irrelevant information. Background information gathered is insufficient/ unsatisfactory.<br><br>Methodology is only partly appropriate to type of investigation and research goal. | Research lacks focus or purpose. Background information is missing or lacks quality sources. Research methods are poorly chosen and have little or no connection to research goal. Analysis is missing or not adequate to support insights and conclusions. |

| Professionalism – Engage with relevant ethical, technical, and practical issues and construct a strong professional identity. | Demonstrates an in-depth understanding of the technical challenges, ethical standards, and practical concerns that impact the museum profession. Establishes a strong, appropriate, and consistent professional identity. Provides insightful reflections on the value of digital culture applied to museums. Shows ability to become a leader in the field. | Demonstrates an awareness of the technical challenges, ethical standards, and practical concerns that form the basis for museum professional identity. | Shows some awareness of technical challenges, ethical standards, or practical concerns that impact the museum profession, though detail or accuracy may be lacking. Provides superficial or inaccurate reflections on the value of digital culture applied to museums. | Shows little or no understanding of technical challenges, ethical standards, or practical concerns that impact the museum profession. Provides no reflections on the value of digital culture applied to museums. Demonstrates lack of readiness to enter the profession. |