



HASS Rubric: Foundations

Does the organization have clearly defined audiences?

Terminology

1. **Persona:** Primary type of user within the organization's audience.

Beginner

Organization does not have a clearly defined audience, or, **persona**. Marketing and communication efforts are determined and promoted on an as-needed basis based on current organizational needs.

Intermediate

Organization has one clearly defined audience/persona for external communications.

Advanced

Organization has multiple clearly defined audiences/personas for external communications.