



HASS Rubric: Foundations

How are marketing and communication efforts established?

Beginner

Marketing and communication efforts are determined and promoted on an as-needed basis based exclusively on current organizational needs. This may include current or urgent adoption and foster needs, specific donation requests, or other time-sensitive asks. Marketing and communication efforts are not set to a regularly scheduled cadence.

Intermediate

Marketing and communication efforts are determined and executed based on an existing brand strategy that aligns with the organizational mission. Organizational needs are taken into account when creating the brand strategy.

Advanced

Marketing and communication efforts are determined and executed based on an existing brand strategy that aligns with the organizational mission and current community needs.