



HASS Rubric: Foundations

Is data tracked and standardized for marketing and communications efforts?

Beginner

Organization tracks basic marketing and communications metrics including:

1. Social Media Followers
2. Social Media Engagement

Intermediate

Organization tracks intermediate marketing and communications metrics including:

1. Social Media Followers
2. Social Media Engagement
3. Email subscribers
4. Website traffic

Advanced

Organization tracks advanced marketing and communications metrics including, but not limited to:

1. Social Media Followers
2. Social Media Engagement
3. Email subscribers
4. Email engagement
5. Website traffic
6. Top performing web pages