<table>
<thead>
<tr>
<th>Please rate the candidate on each of the following criteria:</th>
<th>Low = 1</th>
<th>Medium = 2</th>
<th>High = 3</th>
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</thead>
<tbody>
<tr>
<td><strong>Marketing &amp; Communications Strategy</strong>&lt;br&gt;Demonstrated experience in marketing &amp; communications strategic planning; demonstrated experience in executing communications strategy; experienced in strategy development related to D&amp;I; ability to determine metrics and benchmarks, track progress, and drive results.</td>
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<td><strong>Outreach</strong>&lt;br&gt;A relationship builder; understands community-building; an established connector; approachable; visible; knows how to connect to both university and non-university partners; experienced at planning events that draw diverse communities into the conversation; possess exemplary interpersonal skills; collaborative.</td>
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<td><strong>Content Development</strong>&lt;br&gt;A subject matter expert as relates to race, equity, diversity, and social justice; experienced content developer; proficient in building a web and social media presence; exemplary writer; ability to write contribute content quickly and for multiple channels.</td>
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<tr>
<td><strong>Record on Diversity</strong>&lt;br&gt;Experienced in building strong relationships in diverse communities; demonstrated commitment to D&amp;I efforts; demonstration of effective strategies to engage and draw in diverse audiences; strong understanding of complex and nuanced issues as relates to race, equity, diversity, and social justice.</td>
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<td><strong>Planning/Project Management/Admin</strong>&lt;br&gt;Strong project planning experience; ability to make macro-level connections to the R&amp;E initiative; experienced in managing complex projects across departments and reporting lines; fiscal/budget management experience.</td>
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<td><strong>Additional Comments</strong></td>
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