

Career Self Evaluation Rubric

Criteria (Ask Yourself)	Needs Work (0)	Developing (1)	Satisfactory (2)	Exemplary (3)	Total Points
Homepage Accessibility: Is the career page easily accessible from the homepage?	No access from homepage	Available via multiple clicks	Accessible within two clicks	Direct link from the main navigation	
Footer Accessibility: Is there a direct link to the career page in the site footer?	No link in footer	Link in footer leads elsewhere first	Link in footer requires some navigation	Direct link clearly labeled in footer	
Call to Action (CTA): Is there a clear and compelling CTA at the top of the career page?	No CTA present	CTA present but not compelling	CTA clear but not prominent	CTA prominent with clear next steps	
Job Description Clarity: Are job descriptions detailed and easy to understand?	No descriptions available	Descriptions lack detail	Descriptions clear but not detailed	Detailed and clear descriptions provided	
Ease of Application: Is the application process simple and straightforward?	No application process online	Application process is confusing	Process simple with minor issues	Seamless application experience	
Interest Indication: Can job seekers easily express their interest when no positions are available?	No method to express interest	Method to express interest is unclear	Clear method but could be more user-friendly	Easy and encouraged expression of interest	
Contact Accessibility: Can job seekers easily find contact information for inquiries?	No contact information provided	Limited contact methods available	Multiple contact methods, some effort needed	Contact information is direct and easy to find	
Next Steps Clarity: Does the page provide clear information about what happens after application submission?	No information provided	Vague or general information	Next steps outlined but could be clearer	Clear timeline and specific next steps provided	
Employee Representation: Are there images showing a diverse workforce?	No employee images	Images lack diversity or quality	Good quality images, but lack diversity	Diverse and high-quality images featured	
Videos and Career Stories: Are there engaging videos or career stories featured on the page?	No videos or stories	Videos/stories outdated or low quality	Good videos/stories but not well highlighted	High-quality, engaging videos/stories featured	
Current Job Postings: Are job postings up-to-date and prominently displayed?	Postings outdated or missing	Some postings outdated	Postings are current but not highlighted	Postings are current and well highlighted	
Benefits Information: Are comprehensive benefits clearly listed and explained?	No benefits info	Benefits listed but not comprehensive	Benefits described but clarity could improve	Comprehensive and clearly listed benefits	
Cultural Insight: Does the page effectively communicate the organization's culture?	No cultural info	Culture mentioned but not engaging	Culture described, lacks depth	Culture is vividly and engagingly presented	
Advancement Opportunities: Is information about career advancement and pathways available and clear?	No advancement info	Limited info on career paths	Info available but not detailed	Detailed and clear advancement pathways	
Work Schedule Visibility: Are work schedules, including any variations, clearly outlined?	No schedule info	Schedule information vague	Schedule info provided but could be clearer	Clear, detailed information on schedules	
Wage/Salary Information Available: Are wages and/or salary information published and current?	Not available	Published, but not current	Available within four clicks, current	Highlighted, up-to-date, easily accessible	

Instructions:

For each question, assign a score based on how well your career page meets the criterion.
Tally the score for an overall assessment. The higher the score, the more effective the career page is.
Use the notes section for recommendations to improve areas where the score is low.

Overall Scoring Interpretation:

0-18: Immediate improvements needed.

18-36: On the right track, some improvements needed.

36-48: Highly effective career page.



Overall Score:

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