NNOCCI National Network for Ocean and Climate Change Interpretation

Framing Fluency Rubric

	MASTERFUL	SKILLFUL	BEGINNER
NAVIGATION OF 'THE SWAMP'	• Navigates the swamp effectively in prepared remarks: avoids all unproductive parts of the swamp and 'traps.' • Recognizes elements of the swamp in visitor remarks, and strategically chooses the best frame element to effectively pivot back to reframe discourse. • Asks questions strategically, inviting and enabling visitors to contribute to a reframed conversation.	• Navigates the swamp effectively in prepared remarks: avoids all unproductive parts of the swamp and 'traps.' • Recognizes elements of the swamp in visitor remarks and attempts to redirect through reframing. • May make occasional or minor missteps in spontaneous responses to 'swampy' discourse, but attempts to pivot are evident and mostly effective.	• Prepared remarks navigate the swamp fairly well – most common and obvious 'traps' and unproductive parts of the swamp are avoided. • In spontaneous responses to 'swampy' discourse, attempts to pivot back to reframed discourse are missing or mostly unsuccessful.
USE OF TESTED VALUES	• Appeals to tested Values early on, and also as warranted throughout the communication. • Effective, elegant use of both explicit and implicit appeals to tested Values. • When warranted, seamlessly redirects swampy discourse to a more productive frame by pivoting to a Value.	• Opens the communication with an effective appeal to tested Value(s). • Avoids use of Values not supported to research. • May appeal to a tested Value at other points. • Opportunity for appeal to a Value may be missed when an attempt is warranted.	Appeals to at least one tested Value, but one or more apply: • Appeal to tested Value lacks fidelity to the original research definition (misused Value). • Appeals to one or more Values not supported by research (intuitive Value).
EXPLANATION OF THE PROCESS OF CLIMATE CHANGE	• "Heat-Trapping Blanket" is accurately and effectively integrated into the overall interpretation. • A succinct, science-based Explanatory Chain is elegantly woven into the interpretation, leading the visitor to see how active citizenship might make a meaningful difference in outcomes.	• 'Heat-Trapping Blanket" is used to explain how man-made carbon emissions contribute to climate change. • A clear and accurate Explanatory Chain is used to effectively explain a process in such a way that it seems amenable to change.	Attempts to introduce and explain a climate change process, but one or more may apply: • "Heat-Trapping Blanket" is missing when an attempt is warranted, is too brief to effectively teach visitors, or is inaccurately explained. • An attempt to use an Explanatory Chain is evident, but does not explain the process in such a way that inspires consideration of change, or is otherwise not effective in reframing discourse.
TONE	A Reasonable Tone is maintained throughout the communications: • Both style and content are consistently explanatory and informative, rather than persuasive or rhetorical. • Communications evoke a high sense of efficacy (ability and willingness to engage in problem solving). • Emotions evoked are 'cool' or 'warm,' (e.g., curiosity) not 'hot' (e.g. fear).	Communications generally support a Reasonable Tone, though one or two minor missteps are observable. These may include: • Missed opportunities to strengthen Reasonable Tone – room for more overt cues that the interaction is about learning and civic problem solving. • Inclusion of content that could evoke crisis thinking, fatalism, or determinism. • Evoking strong emotions for engagement, rather than mix of emotion and reason.	Attempts at a Reasonable Tone are evident in communications, but one or more also apply: • Reasonable Tone is limited in its context; there are only a few cues that this communication is about learning and civic problem solving. • Moralizing or Crisis Tones are present at points where they should always be avoided (explaining the problem, impacts and solutions). • More than two instances of content or style choices that could evoke crisis thinking or strong emotions.
SOLUTIONS	• A feasible, collective Solution is elegantly woven into the interpretation as early as possible, leading the visitor to see how active citizenship might make a meaningful difference in outcomes. • The Solution presented fits the scale of the problem; no mention of individual-level or single-action Solutions. • When warranted, seamlessly redirects swampy discourse to a more productive frame by pivoting to a Solution.	• A feasible, collective Solution is presented at least mid-way through the communication. • The Solution presented fits the scale of the problem; no mention of individual-level or single-action Solutions.	Presents at least one community-level Solution, but one or more may apply: • Solutions come very late in the interpretation. • Mentions both individual Solutions and collective Solutions. • Solutions are primarily consumerist in nature. • Solution feels unconnected to the interpretation topic.
SOCIAL MATH	• Integrates a creative and skillful use of Social Math that enables visitors to understand the meaning of a concept, process, or trend related to the exhibit. • Data to be framed is strategically chosen – makes a point that leads the visitor to see how active citizenship might make a meaningful difference in outcomes.	• Uses Social Math in a way that clearly and accurately communicates a meaningful relationship – helps visitor to better understand a concept, process, or trend related to the exhibit.	Attempts to include Social Math, but data to be framed is not strategically chosen, so one or more may apply: • Social Math feels unconnected to the interpretive context. • Social Math does not deepen understanding of climate science or possible Solutions.