LLU PROFESSIONALISM RUBRIC

Definition
Professionalism encompasses the individual's representation of the institution and the values & expectations of one's profession.
Professionalism is measured by assessment of conduct, communication, image, values, and ethics.

Framing Language
This professionalism rubric is designed for use in a wide variety of healthcare educational programs. Users of this rubric should, in the end, consider making adaptations and additions that clearly link the language of the rubric to individual program contexts. This rubric focuses assessment on how professionalism is displayed in different contexts. The central questions that will be answered by administering the rubric are: "What are the character traits that you may measure your own or another's professionalism by?" "How well does an individual exhibit the actions, behaviors and attitudes of a professional?"

Glossary
The definitions that follow were developed to clarify terms and concepts used in this rubric only.

- **Conduct**: Reliability: attendance, punctuality, time management, follows published policies,
  Professional demeanor: respects relationships, non-judgmental; empathy; enthusiasm; patience; confidence, open-minded; motivation
  Quality of work/work ethic: Uses resources; flexibility/adaptability; preparedness; desire to learn.
  Responsibility; dependability; accountable
  Initiative (undertaking & completing tasks)
- **Communication**: Appropriate language/terminology as a professional activity:
  verbal, nonverbal, written/electronic
  Collaboration: Resolves conflict/team player; supportive; willing; helpful
  Courtesy; demonstrates respect for patients, families & team members incorporating cultural sensitivity, and an understanding of diversity, equity, and inclusion
- **Image**: Conformance to dress code for each setting; wears ID appropriately; well-groomed personal presentation.
- **Value**s: Advocacy of LLU Core Values[1]: Compassion, Excellence, Humility, Integrity, Justice, Teamwork, Wholeness
- **Ethics:** confidentiality (HIPPA/FERPA compliance); discretion; fairness; responsibility; citizenship; professional code of ethics

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[1] LLU Core Values: https://home.llu.edu/about-llu/mission-and-values (see bottom of page)

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Conduct	Consistently models professional demeanor, behavior and complies with published policies.	Exhibits professional demeanor, behavior and complies with published policies.	Inconsistently exhibits professional demeanor, behavior and/or complies with published policies	Lacks professional demeanor, behavior and/or does not follow published policies.
Communication	Consistently models appropriate and relevant oral, written and nonverbal communication with courtesy, empathy and respectful collaboration.	Demonstrates appropriate and relevant oral, written and nonverbal communication with courtesy, empathy and respectful collaboration.	Inconsistently exhibits appropriate and relevant oral, written and nonverbal communication with courtesy, empathy and respectful collaboration.	Lacks appropriate and relevant oral, written and nonverbal communication with courtesy, empathy and respectful collaboration.
Image	Consistently models a professional image (dress code, grooming, wearing ID) appropriate to the setting	Portrays a professional image (dress code, grooming, wearing ID) appropriate to the setting.	Inconsistently portrays a professional image (dress code, grooming, wearing ID) appropriate to the setting	Lacks a professional image (dress code, grooming, wearing ID) appropriate to the setting
Values	Consistently models and advocates the LLU core values[2].	Exhibits the LLU core values.	Inconsistently exhibits the LLU core values. Exhibit some of the LLU core values.	Acts contrary to the LLU core values. Does not demonstrate respect for LLU core values.
Ethics	Consistently adheres to professional code of ethics and models ethical behavior (fairness, confidentiality, HIPAA, and FERPA compliance).	Exhibits adherence to professional code of ethics and models ethical behavior (fairness, confidentiality, HIPAA, and FERPA compliance).	Inconsistently adheres to professional code of ethics and ethical behavior (fairness, confidentiality, HIPAA, and FERPA compliance).	Does not adhere to professional code of ethics and ethical behavior (fairness, confidentiality, HIPAA, and FERPA compliance).

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