

**University of Houston-Clear Lake · College of Education**  
**Principal as Instructional Leader Admissions Essay and Rubric**

In a one to two page paper, please address the following prompts:

- a) Why do you wish to pursue a Masters in Educational Management?
- b) Describe the strengths and/or experiences you possess that will be an asset to you in this program.
- c) In what ways will this degree enable you to make meaningful contributions to your school community (staff, scholars, families, community)?

Your essay will be evaluated based on the following criteria, you must receive a minimum score of 4, with no rating in the Below Expectations column, to be considered for admission.

**Qualification Essay Rubric**

Criteria	Exceeds Expectations 2 points	Meets Expectations 1 point	Below Expectations 0 points
Qualifications	States personal qualifications for seeking the certification on degree plan. Includes strengths and experiences that will be an asset to this program	States personal qualifications for seeking the certification on degree plan.	Does not state personal qualifications for seeking the certification on degree plan.
Development	Explains the significance of obtaining this degree and the expected impact on the candidate's school community (staff, scholars, families, community)	Somewhat explains the significance of obtaining this degree and the expected impact on the candidate's school community (staff, scholars, families, community)	No evidence of explaining the significance of obtaining this degree and the expected impact on the candidate's school community (staff, scholars, families, community)

Language Usage	No slang or jargon. Logical flow to the sentences which enhances understanding. Carefully selected words. Words are used correctly.	No slang or jargon. Sentence flow could be improved but ideas presented are understandable. Words are used correctly.	Uses slang or jargon. Sentences lack a logical flow which hinders understanding. One or more words are not used correctly.
Editing	No grammar, spelling, or punctuation errors.	One or two grammar, spelling, or punctuation errors	Three or more grammar, spelling, or punctuation errors.