

Ag Literacy Challenge Grant Rubric:

Evaluators will use the following criteria to score submitted applications for the Ag Literacy Challenge Grant:

Section	Criteria	Points
Purpose statement	The purpose statement is clear.	10
	The purpose statement is adequate but is longer than one sentence	5
	The purpose statement is unclear.	1
Goals	Three or more goals are well-defined using a SMART model (specific, measurable, attainable, realistic and time).	5
	Three goals are vaguely identified and SMART elements are missing.	3
	Less than three goals are identified and components of SMART goals are missing.	1
Program Description	The program is described in detail including but not limited to: <ul style="list-style-type: none"> • Who will plan the program? • Who will attend the program? • Where will the program take place? • How long will the program last? • What will participants experience at the program? 	10
	The program is adequately described but one or two details are missing.	5

	The program is poorly described, and more than two details are missing.	1
Innovation and Growth	The proposed program is new and innovative (or recurring with new elements) and will provide growth opportunities for the FFA or 4-H members.	15
	The proposed program lacks innovation, but will still provide growth opportunities for FFA or 4-H members.	7
	The proposed program is a recurring event with no new elements added for growth opportunities for FFA or 4-H members.	1
Budget Outline	The budget clearly defines how the grant money will be used and indicates good stewardship of grant funds.	10
	The budget is adequately described and indicates some stewardship of the grant funds.	5
	The budget lacks description and does not indicate good stewardship of the grant funds.	1
Spelling and Grammar	Application is free of any spelling or grammatical errors.	5
	Spelling and/or grammatical errors were noted but did not distract from the content of the application.	3
	Numerous spelling and/or grammatical errors were noted and distracted from the content of the application.	1