



## FFA Ag Literacy Challenge Application Scoring Guide

Evaluators will use the following criteria to score activities submitted on the FFA Ag Literacy Challenge application.

**Note: An application can be submitted without carrying out all three activities, however, points will only be awarded for the sections of a completed activity.**

Activity objectives:

- Activity 1: Highlight activities that help consumers become better informed about Indiana Agriculture.
- Activity 2: Emphasize activities conducted by FFA members to promote agricultural practices and policies or their education efforts that stimulate action in the ag community.
- Activity 3: Collaborate and maintain positive relationships with community leaders who support agricultural education.

Section	Criteria	Points
Goal of activity: <i>(max of 3 points)</i>	Goal is well written and utilizes all five components of a SMART (Specific, Measurable, Attainable, Realistic and Time) goal.	3 points
	Goal is vague and does not utilize the components of a SMART goal.	2 points
	Goal is poorly written and does not utilize the components of a SMART goal	1 point
Activity plan of action <i>(max of 3 points)</i>	Plan of action clearly identifies the following goals: <ul style="list-style-type: none"> <li>• What needs to be accomplished to meet the goal?</li> <li>• Where will the activity take place?</li> <li>• How will the chapter implement the goal to accomplish this activity?</li> <li>• How will the goal be accomplished? This should include necessary steps for completion.</li> <li>• Who will perform the duties to meet the goal?</li> </ul>	3 points
	Plan of action vaguely written and does not address whether all aspects of the goals were met.	2 points
	Plan of action poorly written and does not state whether all aspects of the goals were met.	1 point

<b>Section</b>	<b>Criteria</b>	<b>Points</b>
Results of activity: <i>(max of 3 points)</i>	Response clearly states whether the goal was unmet, met or exceeded. If all aspects of the SMART goal were met, clearly states by how much if exceeded. If goal was unmet, circumstances or reasoning as to why is explained in detail and what would be done differently next time to meet the goal.	3 points
	Response vaguely states whether the goal was unmet, met or exceeded. If all aspects of the SMART goal were met, it states by how much if exceeded. If goal was unmet, circumstances or reasoning as to why is explained and what would be done differently next time is identified.	2 points
	Response does not or poorly states whether all aspects of the SMART goal were unmet, met or exceeded. It does not identify how much the goal was met by or does not include the circumstances as to why the goal was unmet.	1 point
Spelling & grammar <i>(max of 3 points)</i>	No errors or slight errors in grammar or spelling are made that distract the reader from the content.	3 points
	Major errors in spelling and grammar are made that distract the reader from the content.	2 points
	Excessive errors in spelling and/or grammar are made that distract the reader from the content.	1 point
Attachments <i>(max of 3 points)</i>	A clear, high-quality supplement attachment (photo, photo collage, video, example of social media post) illustrating the chapter's activity in action is displayed.	3 points
	An attachment that partly illustrates the chapter's activity is displayed.	2 points
	A poor-quality attachment that does not illustrate the activity well is displayed.	1 point