Ag Literacy Challenge Grant Rubric:

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

Section	Criteria	Points
The "Why"	The "Why" behind the project is clear.	5
	The "Why" behind the project is adequate.	3
	The "Why" behind the project is unclear.	1
Budget Outline	The budget clearly defines how the grant money will be used and indicates good stewardship of grant funds.	5
	The budget is adequately described and indicates some stewardship of the grant funds.	3
	The budget lacks description and does not indicate good stewardship of the grant funds.	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: • Who will plan the program? • Who will attend the program?	5

	• Where will the program take place? • How long will the program last? • What will participants experience at the program?	
	The program is adequately described but one or two details are missing.	3
	The program is poorly described, and more than two details are missing.	1
Innovation and Growth	The proposed program is innovative and will provide growth opportunities for the FFA or 4-H members.	5
	The proposed program will benefit participants, but innovation and growth opportunities for FFA or 4-H members are lacking.	3
	The proposed program does not show innovation or growth opportunities for FFA or 4-H members.	1
Spelling and Grammar	Application is free of any spelling or grammatical errors.	3
	Spelling and/or grammatical errors were noted but did not distract from the content of the application.	2
	Numerous spelling and/or grammatical errors were noted and distracted from the content of the application.	1