

CABEF “Pathway to Agri-Food Scholarship” Essay/Video Judging Rubric – maximum of 40 points

CRITERIA	10-9	8-7	6-5	4-3	2-0	SCORE
<p>Understanding of the topic: To what extent did the applicant demonstrate a clear understanding of the question and respond with details about his/her experience? TOTAL POINTS = 10</p>	In-depth understanding: key concepts related to the question are identified and fully defined; excellent use of communication techniques such as comparison and contrast	Key concepts related to the question are adequately identified and defined; average use of communication techniques to describe viewpoints	Key concepts are partially identified and defined; statement that viewpoints exist but little use of supporting details	Some concepts are identified but not defined; lack of reference to any viewpoints	Complete lack of reference to the question in the essay/video; irrelevant information; unsupported statements, incomplete details	
<p>Original thinking relative to the topic: To what extent was the original thinking relative to the subject? TOTAL POINTS = 10</p>	Fully, relative to the topic	Mostly relative to the topic without errors	Partially relative with minor errors	Somewhat relative with significant errors	Not relative to the topic at all	
<p>Effectiveness in presenting a point-of-view: To what extent did the applicant present his/her point of view? TOTAL POINTS = 10</p>	Point-of-view fully presented and supported by many facts	Point-of-view presented and supported with some facts	Point-of-view expressed but limited use of factual information	Point-of-view presented without use of supporting facts/ opinion only	Facts are inaccurate. Point of view not present	
<p>Communication style TOTAL POINTS = 10</p>	<p>Communication style completely clear and effective.</p> <p>Essay: excellent grammar and spelling. Varied sentence structure, essay well developed and cohesive.</p> <p>Video: Excellent creativity and quality in filming (sound and picture). Message delivered in a professional manner.</p>	<p>Communication style partially clear and effective.</p> <p>Essay: good grammar & spelling. Sentence structure somewhat varied; essay well developed and cohesive.</p> <p>Video: Good creativity and quality in filming (sound and picture). Message delivered in an effective manner.</p>	<p>Use of some communication style to convey main ideas but lacking clarity. Sentence structure lacks variety but essay mostly developed.</p> <p>Video: Creativity and quality in filming are adequate (sound and picture). Message delivery is adequate.</p>	<p>Lacks use of effective communication techniques.</p> <p>Essay: many errors in grammar and spelling.</p> <p>Video: Creativity and quality in filming are in need of improvement (sound and picture). Message delivery is lacking in clarity.</p>	<p>Irrelevant and/or erroneous information, main ideas unclear.</p> <p>Essay: illegible, grammar and spelling errors consistent throughout essay.</p> <p>Video: Filming quality is minimal (sound and picture). Message delivery is unclear.</p>	
TOTAL SCORE / 40						