



Competition Rubric

SECTION 1

PRESENTATION

4

3

2

1

Effectiveness	Creates a compelling message beyond facts and figures; makes a strong personal connection.	Creates a compelling story beyond facts and figures; does not make a strong personal connection.	Shares only facts and figures; makes a personal connection.	Shares little facts and figures; does not make a personal connection.
Presentation	Graphics and overall images are appealing and align with the message; demonstrates excellent use of visual and/or auditory presentation skills.	Graphics and overall images are appealing and align with the message; demonstrates average use of visual and/or auditory presentation skills.	Graphics and overall images are average to below average and do not align with the message; average to below average use of visual and/or auditory presentation skills.	There are no images or graphics included in the presentation; it is difficult to understand the visual and/or auditory presentation.
Message	Targets appropriate audience; Clear call to action; inspires audience to take action to help in the fight against hunger and food insecurity.	Targets appropriate audience; Clear call to action; lacks connection with audience to inspire them to take action to help in the fight against hunger and food insecurity.	Targets appropriate audience; call to action is mentioned, but not clear; lacks connection and inspiration for audience to take action to help in the fight against hunger and food insecurity.	Target audience is unclear; fails to inspire audience to take action to help in the fight against hunger and food insecurity.
Originality	Presentation reflects original ideas while creating a fresh, unique product. Creativity is exceptional.	Presentation reflects an average degree of student creativity and use of original ideas.	Presentation reflects minimal creativity and minimal originality.	Presentation is missing creativity and minimal originality.

CONTINUED



RESOURCE
Competition Rubric
 CONTINUED

SECTION 2
PROJECT

	4	3	2	1
Did the project achieve the goal set by students?	Exceeded goal set.	Achieved goal set.	Close to achieving goal set.	Not close to achieving goal set.
Do the project description and metrics show clear and measurable outcomes?	All outcomes are clear and measurable; qualitative and quantitative evidence to support outcomes.	Most outcomes are clear and measurable; more qualitative and less quantitative evidence to support outcomes.	Some outcomes are clear and measurable; missing most qualitative and quantitative evidence to support outcomes.	Outcomes are not clear and measurable; no qualitative or quantitative evidence is included.
Does the project description clearly reflect the actions?	Actions are completely and clearly communicated in the project description.	Actions are mostly communicated in the project description.	Actions are not very clear in the project description.	There are no actions communicated in the project description.
Does the project description clearly reflect the goal?	The goal is completely and clearly communicated in the project description.	The goal is mostly communicated in the project description.	The goal is not very clear in the project description.	The goal is not communicated in the project description.
Does the project description clearly reflect outcomes?	Project outcomes are completely and clearly communicated in the project description.	Project outcomes are mostly communicated in the project description.	Project outcomes are not very clear in the project description.	There are no project outcomes communicated in the project description.

TOTAL SCORE: /36

FEEDBACK: _____

