

Literacy Alive! Rubric

Use the rubric below to assess the score for the Literacy Alive! proposal.

3 = Exemplary

2 = Effective

1 = Acceptable

Refer to this rubric worksheet for each grant. Of all of the grants, the ones with the highest ratings receive the refunding grants.

	3	2	1
Purpose of Money Requested	Purpose is clearly stated and appropriate and matches the objectives and outcomes.	Purpose is mentioned but not clearly thought-out or not detailed.	Purpose is not clear and relevant details are missing.
Specific Goals and Projected Outcomes	Objectives are clearly stated, realistic, and are linked to projected outcomes.	Objectives are clearly stated and worthwhile. Projected outcomes are vague or unrealistic.	Objectives are vague and do not match projected outcomes or event activities.
Reliable Means to Evaluate the Program(s)	Provides step-by-step description of evaluation tools that are measurable and shows how the project impacts participants.	Provides vague explanation of proposed evaluation mechanism that shows how the project impacts participants.	Provides little evidence of a method to determine how the project impacts participants.
Direct Interaction with Children and Families	75%–100% direct interaction; includes family component.	25%–75% direct interaction; family component implied or very limited.	0%–25% direct interaction; does not include family component.
Collaboration with Local Community	There is collaboration mentioned with three or more entities such as parents, libraries, and outside organizations.	There is collaboration mentioned with at least two entities such as parents, libraries, and outside organizations.	There is no or little collaboration with entities outside the chapter's institutional borders.
Promotion and Advertising Plans	Provides three or more modes of promotion with a clear advertising plan in place.	Provides one to two modes of promotion.	Sketchy or no promotion or advertising mentioned.
Creativity and Innovation	The ideas are unique, original and have not been widely used by educators or groups. If used previously by chapter, enhancements added for this year. There is relevance to today's issues and tied to a community need.	The ideas are mostly unique and have not been used by educators or groups. If used previously by the chapter, no new additions from previous years.	The ideas are widely used by educators and other groups.
Spelling and Grammar of Proposal	Essential information is presented logically and succinctly and easily understood. Paragraph development and mechanics, such as sentence structure, word choice, and overall coherence are excellent.	Most information is presented logically and succinctly, Project is clear. Paragraph development and mechanics are good.	Some information presented with inconsistent logic. Project isn't easily understood. Paragraph development and mechanics are substandard.
Statement of Need	Provides a detailed and clear statement of the need, including the audience to be served.	Provides an adequate statement of the audience to be served and supportive data.	Did not clearly identify the audience to be served in relation to the need. Supportive data is weak and inclusive.

