

Contest Rubric



Defining Need and Living the Civic Virtues				Project defines a compelling need using evidence. discovered through exploratory research and thoughtful data-analysis. Solution-development shows keen attention to the perspective of the population the project intends to serve. Applicant demonstrates a sophisticated understanding of at least two Civic Virtues, explaining why practicing these virtues is essential to effectively addressing the identified need. NEW PROJECTS: Civic Virtues are explicitly embedded into ORIGINAL PROJECT DESIGN, and application materials clearly illustrate actions taken in support of these virtues.
Personal Leadership, Initiative, and ^				Applicant exhibits maturity and self-reflection, powerfully conveying “Why <i>this</i> project? Why <i>me</i>?” Submission materials communicate how this project has pushed the applicant to more deeply realize their own passions, agency, and strengths. Applicant demonstrates an outstanding level of initiative, drive, resourcefulness, and persistence. Submission materials evidence ways in which executing this project has helped project owner(s) to grow. NEW PROJECTS: Applicant describes skills developed, ways in which they have stretched themselves, and/or insights gained on themselves or the topic at hand. Applicant reflects on areas for future personal growth. LEGACY PROJECTS: Applicant reflects on their leadership journey over time, illustrating ways in which they have

				changed approaches or learned from mistakes. Tacitly considering past experiences, applicant reflects on areas for future personal growth.
Designing Effective Solutions in the spirit of the Founding Principles				Project represents a creative, novel, or nuanced, approach to the need identified. Applicant sets at least two ambitious yet achievable impact goals, effectively illustrating how these goals target the need at hand. Submission materials show a sophisticated understanding of at least two of America’s Founding Principles, contextualizing the project accordingly and demonstrating how each principle is either pursued or applied in the project design. NEW PROJECTS: Application materials show how the project has been DESIGNED to pursue or apply the Founding Principles. LEGACY PROJECTS: Application materials show how the project has UNDERGONE PROCESS IMPROVEMENTS to better pursue or apply the Founding Principles.
Measuring Impact, Data reflection and response, Future Projections				Applicant identifies clear metrics they will use to demonstrate progress towards their project goals. Metrics strategically target the identified need. Applicant’s data analysis convincingly demonstrates outstanding project impact to date. Impact is either exceptionally deep, and/or exceptionally broad.* Applicant has paid outstanding attention to the needs of their target population, frequently seeking and applying feedback over the course of their project execution. <i>*Project depth refers to the profundity of a project’s impact on its target population, regardless of that population’s size. Project breadth includes quantity of products or services provided, the size of the population reached, etc.</i> , and can describe ways in which they improve outcomes. Project-owners have considered

				*Deep impact
Presentation, pitch, and persuasiveness				