

2024 SCHOLARSHIP RUBRIC

CRITERIA	SUB-DRIVER	DEFINITION
Addressed Topic (30)	Video Length (5)	Videos meet length requirements: 2-4 minutes. Videos over 5 minutes will be immediately disqualified.
	Topic Overview (10)	Provide clear overview of the topic that (assume your audience has never heard of the topic before)
	Topic's Impact (10)	Explain topic's impact on world (this should explain why the topic is important, i.e.. Why should we care)
	Applicant Impact (5)	Share applicant's impact on topic (why is it important to you; are you doing anything to impact the topic now?)
Depth of Content Analysis (30)	Topic Mastery (10)	Demonstrate deep understanding of topic (clearly show applicant has mastered topic and can communicate using their own words and examples)
	Simple Explanation (10)	Clearly explain topic to layman (should explain in a way that could be understood by an average 8 th grader)
	Clear Argument (10)	Provide well reasoned argument on impact of the topic (the so what about topic should be easy to identify, audience should have a clear understanding of the main point)
Creativity (40)	Unique Topic (10)	Select a unique topic (think outside the box)
	Unique Perspective (10)	Share unique perspective on topic, impact or relevancy (how can we think about this topic differently)
	Video Creativity (20)	Explain topic in a creative way (use examples or visuals; show your personality show. Videos should engage the audience)