

NAAE Professional State Association Award Rubric

The following rubric is used for each section of the award:

Advocacy in Agricultural Education, Member Experience, Professional Development, and Teacher Recruitment, Retention and Recognition. A total of scores from each section can be added at the bottom of the rubric.

	Exemplary 3 points	Visionary 2 points	Innovative 1 point	Active 0 points	Points Earned
Description of Activity	Description clearly explains the purpose and reason the state association is implementing the activity. Description clearly answers the following questions: <ul style="list-style-type: none"> • What is the purpose of this activity? • Why is the activity taking place? 	Description explains the purpose and reason the state association is implementing the activity. It may or may not include all of the following: <ul style="list-style-type: none"> • What is the purpose of this activity? • Why is the activity taking place? 	Description is vague in purpose and reason the state association is implementing the activity.	No clear purpose and reason the chapter is implementing the activity is stated.	____/3
	Exemplary 3 points	Visionary 2 points	Innovative 1 point	Active 0 points	Points Earned
Goal(s) of Activity	Goal is well written and utilizes all five components of a SMART (Specific, Measurable, Attainable, Realistic and Time) goal. The goal answers the following	Goal is well written and may or may not utilize all five components of a SMART goal.	Goal is vaguely written and does not utilize all five components of a SMART goal. Goal may include some components of the SMART goal.	Goal is poorly written and does not utilize the components of a SMART goal.	____/3

	questions: • Who will perform the duties to meet the goal? • When will the goal will be completed?				
	Exemplary 3 points	Visionary 2 points	Innovative 1 point	Active 0 points	Points Earned
Plan of Action	Plan of action clearly identifies the following: <ul style="list-style-type: none"> • What needs to be accomplished to meet the goal? • Where will the activity take place? • How will the state association implement the goal to accomplish this activity? • How will the goal be accomplished? (This should include necessary steps for completion.) • Who will perform the duties to meet the goal? 	Plan of action is vaguely written and only addresses parts of the following: <ul style="list-style-type: none"> • What needs to be accomplished to meet the goal? • Where will the activity take place? • How will the state association implement the goal to accomplish this activity? • How will the goal be accomplished? (This should include necessary steps for completion.) • Who will perform the duties to meet the goal? 	Plan of action is vaguely written and may identify some of the following: <ul style="list-style-type: none"> • What needs to be accomplished to meet the goal? • Where will the activity take place? • How will the state association implement the goal to accomplish this activity? • How will the goal be accomplished? (This should include necessary steps for completion.) • Who will perform the duties to meet the goal? 	Plan of action does not identify the following: <ul style="list-style-type: none"> • What needs to be accomplished to meet the goal? • Where will the activity take place? • How will the state association implement the goal to accomplish this activity? • How will the goal be accomplished? (This should include necessary steps for completion.) • Who will perform the duties to meet the goal? 	_____/3

	Exemplary 3 points	Visionary 2 points	Innovative 1 point	Active 0 points	Points Earned
Outcome	Outcome clearly defines the outcomes of the activity as they relate to the goals of the activity. Outcomes include specific measurables that demonstrate the goals of the activity were met or exceeded. Specific measurable data is included ex. Number of attendees, evaluation ratings, participation rate, etc.	Outcome is vaguely written and may or may not directly relate to the goals listed in the Goal section. Outcome provides vague measurements that may or may not clearly demonstrate if the goals of the activity were met.	Outcome is poorly written and may or may not directly relate to the goals listed in the Goal section. The outcome may or may not include measurements that demonstrate the goals of the activity.	Outcome is poorly written and does not directly relate to the goals listed in the Goal section.	____/3
	Exemplary 3 points	Visionary 2 points	Innovative 1 point	Active 0 points	Points Earned
Impact	Impact is well written and clearly defines the positive influence the activity had on the state associations and its members. Impact includes clear results driven	Impact is vaguely written and may or may not clearly define the impact by using results driven data and qualitative data.	Impact is poorly written and may or may not include how the activity positively influenced the state association and its members. There may or	Impact is poorly written and does not include how the activity positively influenced the state association and its members. There is no data included	____/3

	data and qualitative data to provide support to the written impact of the activity.		may not have included data to provide evidence of impact.	to provide evidence of impact.	
	Exemplary 3 points	Visionary 2 points	Innovative 1 point	Active 0 points	Points Earned
Plans to Update/Change for Next Year	Plans for Next Year was well written and provided a clear plan with 1-2 items to update or change for next year.	Plans for Next Year was vaguely written and may or may not have provided 1-2 items for update or change for next year.	Plans for Next Year was poorly written and may or may not have provides any additional information for update or change for next year.	Plans for Next Year was poorly written and did not provide any additional information for update or change for next year.	____/3
	Exemplary 3 points	Visionary 2 points	Innovative 1 point	Active 0 points	Points Earned
Photo & Caption	Photo is included and is clear and demonstrates the activity. The photo caption is concise and provides a clear explanation of the activity.	Photo is included and may or may not be clear and demonstrate the activity well. The photo caption is vaguely written and may not provide a clear explanation of the activity.	Photo is included and may or may not be clear and demonstrate the activity well. The photo caption is poorly written does not provide a clear explanation of the activity.	Photo may or may not be included and the activity is not clearly defined. The photo caption is poorly written does not provide a clear explanation of the activity.	____/3
			Total Points for Section		____/21

Combine the scores from each section on this chart to get the overall score for the award.

	Advocacy in Ag Education SCORES <i>21 points possible</i>	Member Experience SCORES <i>21 points possible</i>	Professional Growth SCORES <i>21 points possible</i>	Teacher Recruitment, Retention, & Recognition SCORES <i>21 points possible</i>
Sections				
Description				
Goals				
Plan of Action				
Outcome				
Impact				
Plans for Next Year				
Photo				
Grand Total Per Section				
Grand Total for Award				____/84