

The goal of this rubric is to assess grant applications in a fair, comprehensive, and transparent manner. The rubric evaluates key aspects of the application to ensure alignment with the grant's objectives and priorities.

New England Dairy Farmer Grants - Scoring Rubric

Criteria 1: Alignment with Program Objectives (20 points)

Maximum Score: 20 points

Description: This criterion evaluates how well the applicant's project aligns with the goals of the New England Dairy Farmer Grants program. Projects should focus on increasing the consumption of New England dairy and educational or outreach efforts to build trust in New England dairy.

- **20 points:** Project is highly aligned with New England Dairy's priorities (e.g., promoting dairy farming sustainability, enhancing community engagement, education on dairy farming).
 - **15 points:** Project somewhat aligns with New England Dairy's goals but may not focus on key priorities.
 - **10 points:** Project loosely aligns with New England Dairy's goals or has limited impact on consumption or education.
 - **0 points:** Project does not align with New England Dairy's goals.
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Criteria 2: Project Feasibility (20 points)

Maximum Score: 20 points

Description: This criterion assesses the likelihood of successful project completion, including the clarity of the timeline, realistic goals, and available resources (e.g., staff, materials, funding).

- **20 points:** Clear, detailed, and achievable plan with specific, measurable goals and a realistic timeline.
 - **15 points:** Plan is generally feasible but lacks some detail or minor aspects of feasibility.
 - **10 points:** Plan has some unclear or unachievable aspects; timeline or goals may be unrealistic.
 - **0 points:** Plan lacks feasibility or is impractical to implement.
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Criteria 3: Impact on the Dairy Community (20 points)

Maximum Score: 20 points

Description: This criterion evaluates the potential impact of the project on the dairy community in New England. The applicant should demonstrate how the project will benefit consumers or the broader community.

- **20 points:** Project will have a significant and measurable impact on the local dairy farming community or consumers.
 - **15 points:** Project will have moderate impact on the dairy farming community, with some measurable outcomes.
 - **10 points:** Project has limited impact on the community or focuses on a narrow aspect of the dairy industry.
 - **0 points:** Project does not demonstrate clear benefits for the dairy farming community.
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Criteria 4: Budget and Financial Plan (20 points)

Maximum Score: 20 points

Description: This criterion evaluates the adequacy and clarity of the budget. Applicants should provide a detailed budget.

- **20 points:** Clear, detailed budget with realistic funding needs.
 - **15 points:** Budget is generally clear, but some minor details are missing or unclear.
 - **10 points:** Budget lacks clarity or has significant discrepancies between the requested funds and project goals.
 - **0 points:** Budget is unclear, incomplete, or unreasonable.
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Criteria 5: Community Engagement and Outreach (20 points)

Maximum Score: 20 points

Description: This criterion assesses the project's approach to engaging the broader community and/or farmers. Outreach efforts may include educational programs, media campaigns, or partnerships.

- **20 points:** Extensive community engagement plan with clear outreach strategies and broad reach to target audiences.
 - **15 points:** Moderate community engagement, with some outreach strategies or targeted audience.
 - **10 points:** Limited community engagement or outreach plans.
 - **0 points:** No clear community engagement or outreach plan.
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Total Score: 100 Points

Evaluation Guide:

- **90–100 points:** Exceptional application. The project is highly aligned with the goals of New England Dairy and demonstrates significant community impact, innovation, and feasibility.
 - **70–89 points:** Strong application. The project meets most of the criteria and shows good potential for success but may lack some elements of impact or creativity.
 - **50–69 points:** Moderate application. The project meets some of the criteria but has weaknesses in key areas such as feasibility, impact, or innovation.
 - **Below 50 points:** Weak application. The project fails to meet most of the program’s criteria or lacks clear plans for success.
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Additional Notes for Reviewers:

- Be sure to consider the applicant’s capacity to execute the project effectively and the broader implications for the dairy farming community.
- Assess the potential scalability or replicability of the project, especially for projects with strong community engagement components.