

City of St. Petersburg
My Brothers and Sisters Keeper
Scoring Rubric • 2020-2021 • Youth Development Grant

How to use this rubric

Grant panelists will receive a copy of the rubric as a part of their review materials. The rubric will be employed to ensure as fair and unbiased a panel process as possible. The scoring mechanism defines each of the four criteria scored by panelists: Community Impact, Youth Focus, Project Quality, and Originality. Within each criterion, benchmark descriptions and corresponding point values are listed to serve as a guide in the scoring process.

Overall consideration for the applications

Value	Description	Score
Excellent	Strongly demonstrates public value of serving at-risk youth in St. Petersburg. Merits investment of City of St. Petersburg funding.	92 - 100
Good	Satisfactorily demonstrates public value of serving at-risk youth in our community. Merits investment of City of St. Petersburg funding.	80 - 91
Fair	Does not sufficiently demonstrate public value of serving at-risk youth in our community. Does not merit investment of City of St. Petersburg funding.	61 - 79
Weak	Makes an incomplete and/or inadequate case for the public value of serving at-risk youth in our community. Does not merit investment of City of St. Petersburg funding. Information is confusing, unclear, and lacks specific details.	0 - 60

Community Impact (Up to 35 Points)

Panelists will consider the following application information when evaluating an application for Community Impact: the responses to the questions for project/program description; description of the impact; and the public benefit. Panelists should consider whether the project/program will affect change for as many youth as possible.

Excellent 27-35 points	Good 26-30 points	Fair 21-25 points	Weak 0-20 points
Project description clearly describes impact of the program and activities fully support the public benefit.	Project description describes impact of the program and activities fully support the public benefit.	Project description describes impact of the program and activities do not fully support the public benefit.	Project description does not clearly describe impact of the program and activities do not fully support the public benefit.
Identifies clear goals and fully measurable objectives and activities.	Identifies clear goals and measurable objectives and activities.	Identifies goals and limited measurable objectives and activities.	Does not identify goals and very minimal objectives and activities.
Confident in the ability of the organization to carry out the proposal.	Very minimal concerns about the ability of the organization to carry out the proposal.	Concerns about the ability of the organization to carry out the proposal.	Multiple concerns about the ability of the organization to carry out the proposal.
Very appropriate number of individuals benefiting from the program/project.	Appropriate number of individuals benefiting from the program/project.	Minimal number of individuals benefiting from the program/project.	Very minimal number of individuals benefiting from the program/project.

Youth Focus (Up to 35 Points)

Panelists will consider the following application information when evaluating an application for Youth Focus: whether the project/program addresses a concern for at-risk youth; whether the project/program identifies specific benefits of significance to the well-being of at-risk youth; whether the project/program goal is to enhance outcomes related to the education, workforce participation, or enrichment of youth in the city of St. Petersburg; and the strength of the marketing/promotion/publicity plans and youth recruitment strategy.

Excellent 27-35 points	Good 26-30 points	Fair 21-25 points	Weak 0-20 points
Provides vital services to at-risk youth population.	Provides significant services to at-risk youth population.	Provides services to at-risk youth population.	Provides minimal services to at-risk youth population.
Provides compelling and specific information about how the program/project will enhance the education, economic circumstance, or enrichment of at-risk youth in St. Petersburg.	Provides significant information about how the program/project will enhance the education, economic circumstance, or enrichment of at-risk youth in St. Petersburg.	Provides limited information about how the project/program will enhance the education, economic circumstance, or enrichment of at-risk youth in St. Petersburg.	Provides very minimal information about how the project/program will enhance the education, economic circumstance, or enrichment of at-risk youth in St. Petersburg.
Educational and outreach components fully serve the youth and are appropriate for the project/program.	Educational and outreach components serve the youth and are appropriate for the project/program.	Limited educational and outreach components serve the youth and are minimally appropriate for the project/program.	Very minimal educational and outreach components that do not serve the youth and are not appropriate for the project/program.
Very appropriate and effective marketing/promotion/publicity and youth recruitment efforts	Appropriate and effective marketing/promotion/publicity and youth recruitment efforts.	Limited and minimally effective appropriate marketing/promotion/publicity and youth recruitment efforts.	Very limited and minimally effective marketing/promotion/publicity and youth recruitment efforts.

Project Quality (Up to 25 points)

Panelists will consider the following application information when evaluating an application for Project Quality: the number of proposed events, opportunities for public participation; the location of the project/program; and the estimated number of youths benefiting. Panelists must evaluate the whether the project is well planned, adequately budgeted and is ready for implementation or is a part of a broader ongoing effort, and whether the project includes a well-defined method for demonstrating that the funds are expended appropriately.

Excellent 21-25 points	Good 16-20 points	Fair 11-15 points	Weak 0-10 points
Very confident in the organization's fiscal stability and ability to carry out the proposed activities given the operating budget, grant proposal budget, and fiscal information.	Very minimal concerns about the organization's fiscal stability and ability to carry out the proposed activities given the operating budget, grant proposal budget, and fiscal information.	Concerns about the organization's fiscal stability and ability to carry out the proposed activities given the operating budget, grant proposal budget, and fiscal information.	Multiple concerns about the organization's fiscal stability and ability to carry out the proposed activities given the operating budget, grant proposal budget, and fiscal information.
Goals of the project/program are well-defined, clear, and help the organization achieve its mission and vision.	Goals of the project/program help the organization achieve its mission and vision.	Goals of the project/program only minimally help the organization achieve its mission and vision.	Goals of the program are not clear and do not help the organization achieve its mission and vision.
Extensive activities are proposed and are achievable within the grant period.	Reasonable activities are proposed, and these activities are achievable within the grant period.	Limited activities are proposed and/or concerns about the achievability of the activities within the grant period.	Very minimal activities are proposed and/or serious concerns about the achievability of the proposed activities during the grant period.
Confident in the ability of the organization to carry out the proposal.	Very minimal concerns about the ability of the organization to carry out the proposal.	Concerns about the ability of the organization to carry out the proposal.	Multiple concerns about the ability of the organization to carry out the proposal.
Project outlines plan for sustaining efforts beyond grant lifecycle			
Project clearly defines desired outcomes.			

Originality (Up to 5 points)

Panelists will award points based on a demonstration that the proposed project/program innovatively and creatively addresses a problem that is significantly under-resourced within the community that serves the youth population. Creative thinking is welcome and encouraged.

Excellent 5 points	Good 4 points	Fair 3 points	Weak 0 - 2 points
Project/program clearly describes a problem it wishes to address.	Project/program describes a problem it wishes to address.	Project/program vaguely describes a problem it wishes to address.	Project/program does not describe a problem it wishes to address.
Project/program is extremely creative and innovative in way it addresses the problem described.	Project/program is creative and innovative in way in addressing the problem described.	Project/program is somewhat creative and innovative in addressing the problem described.	Project/program is not creative and innovative in addressing the problem described.