Rubric 1: Project Record Award Video Evaluation

1 = Limited • 2 = Developing • 3 = Satisfactory • 4 = Strong • 5 = Outstanding
Limited: Minimal or missing evidence.
Developing: Partial/limited evidence; needs clarification or depth.
Satisfactory: Meets basic expectations; adequate evidence.
Strong: Fully meets expectations; solid evidence and clarity.
Outstanding: Exceeds expectations for age/experience; comprehensive and clear.

Category	Criteria	Score (1–5)
Introduction	Attention/Hook & Audience Engagement	
Introduction	Family/Project Background & Purpose Clarity	
Project Mastery	Knowledge/Skills Demonstrated; Depth of Experiences; Sharing Learning	
Depth of Learning Experiences	Variety & Challenge	
Sharing Learning with Others	Methods & Reach	
Goal Setting & Accomplishment	Clarity & Follow-Through	
Growth/Progress	Growth/Progress in Project Over Time	
Future Plans	Future Plans/Career Connection to Project	
Reflection	Reflection/Insights from Project Experience	
Leadership	Roles/Responsibilities within Project	
Leadership	Planning/Organization of Activities/Events	
Leadership	Leadership Impact/Outcomes on Others	
Citizenship	Citizenship Participation (service tied to project)	
Citizenship	Citizenship Initiative (self-starting, coordination)	
Citizenship	Citizenship Impact on Community/Beneficiaries	
Communication	Poise & Confidence on Camera	
Communication	Clarity/Audibility & Organization of Message	
Communication	Appropriate Language Usage	
Appearance	Dress Appropriate to Project & Audience	
Behavior	Posture, Courtesy, and Professionalism	

Rubric 2: Project Record Award Cover Letter, Resume & Project Report Form

1 = Limited • 2 = Developing • 3 = Satisfactory • 4 = Strong • 5 = Outstanding

Limited: Minimal or missing evidence.

Developing: Partial/limited evidence; needs clarification or depth.

Satisfactory: Meets basic expectations; adequate evidence.

Strong: Fully meets expectations; solid evidence and clarity.

Outstanding: Exceeds expectations for age/experience; comprehensive and clear.

Cover Letter

Category	Criteria	Score
Engaging	Engaging Opening & Purpose Stated	
Evidence	Evidence of Fit/Project Summary & Relevance	
Organization	Organization & Flow (coherent, concise)	
Tone	Tone/Voice & Motivation (professional, authentic)	
Grammar	Grammar/Mechanics (punctuation, usage)	
Business Letter	Business Letter Format (heading, address, signature, length)	

Resume

Category	Criteria	Score
Personal Objective	Clarity/Specificity of Goal	
Personal Objective	Alignment to Project Award Category	
Project Mastery	Evidence/Results (what changed or improved)	
Project Mastery	Scope/Complexity of Skills	
Project Mastery	Age-Appropriateness/Progression Over Time	
Leadership	Roles & Responsibilities	
Leadership	Impact/Outcomes (what others gained)	
Citizenship	Depth/Quality of Service	
Citizenship	Initiative & Relevance to Project Area	
Life Skills/Career Readiness	Examples & Reflection (transfer of skills)	
Life Skills/Career Readiness	Variety & Depth (breadth across contexts)	
Recognition	Appropriateness, Levels, Significance	
Non-4-H Project-Related Experiences	Relevance & Contribution	
Overall	Overall Formatting/Heading/Grammar (visual appeal; accuracy)	

Project Report Form

Category	Criteria	Score
Goals	ART Details, Age-Appropriate Challenge, Reflection on Progress	
Communications	Sharing Methods (variety & suitability)	
Communications	Audience & Reach (breadth/impact)	
Learning	Size/Growth/Development of Project	
Learning	Knowledge & Skills Gained (specificity & level)	
Learning	Activities (meetings/clinics/tours)	
Learning	Contests & Competitive Learning (judging/quiz bowls/skill-a-thons)	
Exhibits/Showcase	Exhibits/Displays/Shows (evidence & alignment)	
Leadership	Roles (elected/appointed/requested)	
Leadership	Self-Initiated/Independent Efforts	
Leadership	Teaching/Organizing/Coordinating & Outcomes	
Citizenship	Participation in Service Related to Project	
Citizenship	Initiative/Coordination of Service Efforts	
Citizenship	Impact on Community/Beneficiaries	
Finances	Accuracy & Completeness of Records/Summaries	
Finances	Organization & Clarity (profit/loss not used for scoring)	
Reflection	Knowledge & Skill Growth; Application to Daily Life	
Reflection	Leadership/Citizenship Development & Future Plans	
Reflection	Communication Quality (organization, word choice, grammar)	
Photos	Evidence of Growth, Leadership & Citizenship in Action	