

## ACHE Scholarship Awards Rubric

Category	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)	Points
<b>Knowledge of ACHE</b>	Demonstrates clear, thorough understanding of ACHE's mission, programs, and resources. Effectively links personal goals with ACHE's offerings.	Displays a solid understanding of ACHE's mission and programs. Mentions how it relates to personal goals, with minor gaps.	Basic understanding of ACHE, but lacks depth in linking personal goals to its offerings.	Limited or vague understanding of ACHE's purpose and resources.	/4
<b>Networking Mentions</b>	Strongly emphasizes the value of networking within ACHE, providing specific examples of how it would help their career.	Mentions networking opportunities and shows some understanding of its importance, but lacks specific examples.	General mention of networking, without a clear connection to personal career goals.	Does not mention networking or fails to demonstrate its relevance to personal growth.	/4
<b>Career Advancement</b>	Clearly articulates how ACHE membership will contribute to career development, including specific benefits for early careerists or students.	Provides a clear link between ACHE membership and career advancement, though may lack detailed examples.	Mentions career advancement, but lacks clarity or specific connection to personal growth.	Fails to explain how ACHE membership supports career advancement or does so very vaguely.	/4
<b>Professional Look</b>	Video is polished, with professional attire and presentation style. Speaker presents confidently and clearly.	Professional appearance with good presentation style, though minor improvements could be made in delivery or attire.	Acceptable professional look, but some issues with delivery or attire detract from the overall presentation.	Unprofessional appearance or delivery style detracts from the quality of the presentation.	/4
<b>Overall Production</b>	High-quality production with excellent sound, lighting, and camera quality. The video is visually engaging and easy to follow.	Good quality video with minor issues in sound or lighting, but overall clear and easy to follow.	Video quality is acceptable, but issues with sound or lighting slightly affect clarity or viewer experience.	Poor video quality, distracting sound or lighting, making the video hard to follow.	/4
<b>Total</b>					/20

### Scoring Breakdown:

- **16-20 points:** Excellent Application - The video is well-produced, with clear understanding and strong articulation of how ACHE membership will benefit the applicant's career.
- **11-15 points:** Good Application - The video provides good insight into how ACHE membership can help but may lack some depth or polish.
- **6-10 points:** Satisfactory Application - The video provides basic information but lacks strong connection or clarity in key areas.
- **1-5 points:** Needs Improvement - The video lacks key elements or does not adequately address the topic or ACHE's benefits.