Spark! Application review rubric

Criteria	5 - Excellent	4 - Very good	3 - Acceptable	2 - Needs improvement	1 - Poor
1. Need and Community Benefits *Describe a compelling need and benefits to the entire community*	Clearly outlines the community need and context, and provides explicit descriptions of how the project will address that need and create benefit. Provides clear examples of the need as well as the benefit.	Outlines the community need, and clearly describes the project impact on that need. Provides some examples of each.	Makes some effort to identify need and impact but does not provide specific examples.	Provides a sense of the community need, but does not describe the benefit adequately. Or, describes benefit without statement of the need. Examples are used sparingly and/or ineffectively	Description of need is disconnected from project benefit. No context is given and examples are not used.
2. Community Outreach Plan *Describe a plan for community outreach*	Provides a very well thought out community outreach plan with timeline of outreach efforts, potential community partners, and specific, clearly stated goals for outreach.	Provides a thorough community outreach plan with timeline and potential community partners listed, and general goals for outreach.	Provides a community outreach plan listing general activities, with mention of 1-2 community partners. Goals are not deeply articulated, and timeline is very general.	Provides a very broad community outreach plan listing 1-2 activities, with little/no mention of community partners. Goals and Timeline are not articulated.	Insufficient detail is provided on outreach plan, with no timeline or description of partners.
3. Project Sustainability *Demonstrate plans to sustain the project after the funding cycle ends if applicable*	A well developed project sustainability plan provides information on staffing/future leadership, potential funders, and specific efforts that will serve to maintain the project. If project is a one-time efficiency effort, this section covers plans for it to continue educating the community after completion.	Sustainability plan provides activities and details of future staff and community engagement. Ongoing education efforts are well described and timing is discussed.	Sustainability plan provides general detail of future staffing and community engagement. Ongoing education efforts are described generally.	Sustainability plan provides vague plans of future staffing and community engagement, with little/no timeline. Ongoing education efforts are described lightly if at all.	Sustainability plan does not provide for ongoing maintenance of the project, with no concrete deliverables of any kind.
4. Measureable Impacts/Benefits *Provide short-term and long-term measureable educational and environmental benefits*	Provides detailed educational and environmental impact goals, using accepted metrics (e.g. kWh saved, students engaged). Discussion of methodology for ongoing tracking of actual benefits against these goals is included.	Provides educational and environmental goals, using accepted metrics (e.g. kWh reduced, dollars saved). Brief discussion of methodology for tracking of actual benefits is included.	Some educational and environmental goals are shared, with intermittent use of accepted metrics (e.g. kWh reduced, dollars saved). discussion of methodology for tracking of actual benefits is included, but not detailed.	Some educational and environmental goals are brief, and unsupported by accepted metrics (e.g. kWh reduced, dollars saved). Discussion of methodology for tracking of actual benefits is absent, or very general.	Some educational and environmental goals are inadequate in detail and/or do not pertain directly to project proposal, and are unsupported by accepted metrics (e.g. kWh reduced, dollars saved). Discussion of methodology for tracking of actual benefits is absent.
6. Budget *Include a thorough budget using the included spreadsheet, outlining descriptions of any matching funds and/or in-kind support*	Detailed budget document is included, providing cost estimates for each line and clear description of expenses, as well as matching funds and/or in-kind support. Effort has been made to lower costs where possible through description of donations, volunteers, etc.	Detailed budget document is included, providing cost estimates for each line and some description of matching funds and/or in-kind support.	Budget document is included, providing cost estimates for each line and general description of matching funds and/or in-kind support	Budget document is included, outlining costs for expenses, but some project costs may be missing and/or additional lines not reflected in the proposal are present. A description of matching funds and/or in-kind support may not be present	Budget is inadequate, with few or no projected costs and no mention of in-kind/matching funds
Note: Projects scoring a total of 15 or more will generally be funded. Award size varies based on fund availability and quantity of					