



This rubric provides guidelines to score each application based on the criteria outlined in the Elevate Iowa Tourism: Education Scholarship application. Points are awarded for each section, leading to a cumulative score that will assist reviewers in determining recipients. **Total possible points: 100.**

1. Applicant Background and Employment Duration (10 Points)

- **0 Points:** Less than 6 months of employment in the tourism/hospitality industry.
 - **5 Points:** 6 months to 1 year of experience in tourism/hospitality.
 - **10 Points:** More than 1 year of experience in tourism/hospitality.
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2. Event Details and Alignment with Program Goals (20 Points)

- **0 Points:** Event description is incomplete or lacks relevance to the tourism industry.
 - **10 Points:** Event description is somewhat relevant to the tourism industry; primary audience unclear.
 - **15 Points:** Event description is clear, relevant to the tourism industry, and includes location and dates for 2025.
 - **20 Points:** Detailed, well-articulated event description with primary audience identified, location and dates specified, and clear relevance to industry development.
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3. Impact and Benefit to Organization and Applicant (25 Points)

- **0 Points:** Does not describe potential benefits of attendance.
- **10 Points:** Provides a general benefit statement with limited connection to job role or organization.
- **15 Points:** Clearly describes benefit to the applicant's role and organization with a few specific examples.

Elevate Iowa Tourism: Education Scholarship Scoring Rubric

- **20 Points:** Describes specific, relevant benefits to both the applicant's role and organization, including personal and organizational goals.
 - **25 Points:** Thorough, detailed benefits to applicant, organization, and the broader Iowa tourism industry; describes potential for long-term impact.
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4. Previous Attendance at the Event (5 Points)

- **0 Points:** Previously attended multiple times and provides limited rationale for attending again.
 - **3 Points:** Previously attended and provides a clear rationale for attending again.
 - **5 Points:** New attendee; clearly articulates why attending will be beneficial.
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5. Event Alignment with Iowa Tourism Strategic Plan (15 Points)

- **0 Points:** No clear connection to Iowa Tourism Strategic Plan.
 - **5 Points:** General alignment with Iowa Tourism Strategic Plan; few specifics provided.
 - **10 Points:** Provides clear alignment with Iowa Tourism Strategic Plan, highlighting relevant strategies.
 - **15 Points:** Thorough alignment with Iowa Tourism Strategic Plan, demonstrating how attendance will impact multiple facets of the plan.
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6. Industry Market Impact (10 Points)

- **0 Points:** No markets identified.
 - **5 Points:** Identifies one or two relevant markets for industry impact.
 - **10 Points:** Clearly identifies and justifies impact on multiple industry markets, such as sports, meetings, leisure, and professional development.
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7. iTIP Membership and Industry Priority (10 Points)

- **0 Points:** Not a member of iTIP and provides no rationale for funding.
 - **5 Points:** Non-member but articulates valid reasons for funding; demonstrates a commitment to the tourism industry.
 - **10 Points:** Current iTIP member, meeting priority criteria and demonstrating commitment to industry development.
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Elevate Iowa Tourism: Education Scholarship Scoring Rubric

8. Acknowledgment of Funding Requirements (5 Points)

- **0 Points:** No response or unclear response regarding acknowledgment of iTIP and IEDA support.
 - **5 Points:** Clearly agrees to acknowledge financial support from iTIP and IEDA in public marketing, including social media.
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9. Post-Event Sharing and Evaluation Plan (5 Points)

- **0 Points:** No response or unclear plan for post-event sharing.
 - **5 Points:** Describes a clear plan to share insights with iTIP members and acknowledges benefits of knowledge sharing.
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Total Scoring Summary

- **Background & Experience:** ____/10
- **Event Details & Program Alignment:** ____/20
- **Impact to Organization & Applicant:** ____/25
- **Previous Event Attendance:** ____/5
- **Alignment with Strategic Plan:** ____/15
- **Industry Market Impact:** ____/10
- **iTIP Membership & Priority:** ____/10
- **Acknowledgment of Funding:** ____/5
- **Post-Event Sharing Plan:** ____/5

Total Score: ____/100