



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 base points: 100.

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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 tourism, but lacks details on the target audience and specific dates.
- 15 Points: Event description is clear and relevant, including target audience, location, and dates.
- 20 Points: Event is highly relevant to tourism development with a detailed description, including target audience, location, and event dates, and demonstrates clear alignment with program goals.

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3. Impact and Benefit to Organization and Applicant (20 Points)

- 0 Points: Does not describe potential benefits of attendance.
  - 5 Points: Provides a general benefit statement with limited connection to job role or organization.
  - 10 Points: Describes some benefit to the applicant's role and organization, but lacks detail or specificity.
  - 15 Points: Clearly describes benefit to the applicant's role and organization with a few specific examples.
  - 20 Points: Thorough, detailed benefits to the applicant, organization, and the broader Iowa tourism industry; describes potential for long-term impact.
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## **Elevate Iowa Tourism: Education Scholarship Scoring Rubric**

### **4. Previous Attendance at the Event (5 Points)**

- 0 Points: Previously attended multiple times with limited or no rationale for attending again.
  - 3 Points: New attendee with a general explanation of how attending will benefit their career or organization.
  - 5 Points: New attendee or previous attendee with a well-detailed, compelling rationale for attending, clearly demonstrating significant benefits to their career, organization, and/or Iowa's tourism industry.
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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 some 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. iTIP Membership (5 Points)**

- 0 Points: Not a member of iTIP.
  - 5 Points: Employed organization is a current iTIP member.
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### **7. Acknowledgment of Funding Requirements (5 Points)**

- 0 Points: Indicated "no" regarding acknowledgment of iTIP and IEDA support.
  - 5 Points: Indicated "yes" regarding acknowledgment of iTIP and IEDA support.
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### **8. Plan for Future Professional Development (5 Points)**

- 0 Points: No clear plan for future professional development.
  - 2 Points: Mentions professional development but lacks specific goals or alignment with career growth.
  - 5 Points: Clearly outlines a thoughtful and actionable plan for future professional development, detailing how the scholarship will contribute to ongoing learning and career advancement.
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## Elevate Iowa Tourism: Education Scholarship Scoring Rubric

### 9. Budget and Supporting Documentation (15 Points)

- 0 Points: Budget spreadsheet, conference registration screenshot, and/or employer match letter are missing or incomplete.
- 5 Points: Budget is included but lacks detail or alignment with requested funds. Supporting documents are incomplete or missing critical elements.
- 10 Points: Budget is provided and generally aligns with requested funds but may lack clarity or thoroughness in some areas. Supporting documents are included and mostly complete but lack precision or strong organization.
- 15 Points: Budget is detailed, comprehensive, and aligns precisely with the funds requested. Supporting documents are complete, accurate, and meticulously organized, demonstrating thoughtful planning and preparation.

### Bonus/Deduction Adjustments:

- +5 Points: Applicant indicates they will not attend the conference if no funding is received, demonstrating the necessity of scholarship support.
  - -10 Points: Applicant indicates they have received additional scholarship funds from another organization, reducing their need for funding from this program.
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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
- iTIP Membership: \_\_\_\_/5
- Acknowledgment of Funding: \_\_\_\_/5
- Plan for Future Professional Development: \_\_\_\_/5
- Budget & Documentation: \_\_\_\_/10

Total Score: \_\_\_\_/100