

SBANA Scholarship Review Rubric

Scoring Rubric Scale

5: Superior, 4: Excellent, 3: Above Average, 2: Average, 1: Below Average, 0: N/A

***Please take note of additional scoring for specific scholarships.

General Rubric

1. Rate the quality of the application. Consider fulfillment of the criteria requirements, uploaded documents, writing quality, and overall coherence.

5 4 3 2 1 0

2. Rate the quality of the essay's content. Consider if the applicant specifically addressed the assigned topic, if the essay was relevant to the major area of study identified by the scholarship, and if the student displayed in-depth knowledge and/or answered the essay question(s).

5 4 3 2 1 0

3. Rate the student's academic record (review attached transcript).

5 4 3 2 1 0

4. Recommendation for award. Select which decision you feel is appropriate for this application.

(Your response will only be referenced in the event of a tie)

Yes, I recommend this application

No, I do not recommend this application

Reviewer Comments (750 word max.):

Additions to the general rubric

Specific to **The Watts HBCU Legacy Scholarship** (omit question 2 above)

Please rate the student's response to the essay question. Consider the accuracy of their response (was the question answered thoroughly?)

- How did the legacy of HBCUs influence your decision and in what ways will you give back to CAU upon graduation?

5 4 3 2 1 0

Rate the overall quality of the essay. Consider the student's knowledge of the topic, writing clarity, and potential contribution to the marketing field.

5 4 3 2 1 0

Reviewer's Name: _____

Date of Review: _____

Applicant's Name: _____

Total Score: _____

Do not include score for question #2