

# WorkS Scoring Rubric

The following are the review criteria the review team will use to score each grant application WorkS: Kansas Public Broadcasting Content Grant. Each grant will be rated based on the criteria listed and given a score out of one hundred.

	Exemplary	Meets Expectations	Insufficient Evidence
<b>(1) Relevance &amp; Alignment — 25 Points</b>	The project clearly aligns with one or more focus areas, demonstrates a strong understanding of rural workforce needs, and reflects a compelling purpose that supports Kansas communities.  (19-25 points)	The project generally aligns with the grant focus areas and describes a relevant purpose, but lacks detail, clarity, or strong connection to rural workforce needs.  (13-18 Points)	Little or no explanation of alignment; unclear or missing connection to grant focus areas.  (0-12 Points)
<b>(2) Innovation &amp; Educational Value — 25 Points</b>	Content concept is original, innovative, and demonstrates strong educational value for rural audiences.  (19-25 Points)	Content idea is understandable and relevant but lacks depth, innovation, or clear educational intent.  (13-18 Points)	Does not describe content clearly, idea is not original, or proposed material lacks relevance or educational merit.  (0-12 Points)
<b>(3) Partnerships &amp; Local Engagement — 20 Points</b>	Identifies meaningful partners with clearly defined roles and evidence of collaboration or community involvement.  (15-20 Points)	Identifies some partners or outreach activities, but roles or depth of engagement are vague.  (9-14 Points)	No partners identified or no plan for community engagement.  (0-8 Points)
<b>(4) Production Plan &amp; Feasibility — 15 Points</b>	Includes a clear scope of work, defined milestones, and realistic timeline. Demonstrates strong organizational capacity for production, including staff experience and necessary equipment or partnerships.  (11-15 Points)	Scope and timeline are generally clear, but production capacity, staffing, or feasibility details are limited or underdeveloped.  (6-10 Points)	Little or no information on how the work will be completed; timeline unclear; capacity to produce content is not demonstrated.  (0-5 Points)

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<p><b>(5) Impact &amp; Dissemination — 10 Points</b></p>	<p>Presents a clear plan for multi-platform distribution (broadcast and digital), identifies target audiences, and outlines meaningful engagement or continued use of content.</p> <p>Plan includes more than 4 products, more than 7 “episodes” in a series, or over 30 minutes of content</p> <p>(7-10 Points)</p>	<p>Describes basic broadcast or distribution methods with modest audience information; sustainability unclear.</p> <p>Plan includes more than 3 products, more than 5 “episodes” in a series, or over 20 minutes of content</p> <p>(4-6 Points)</p>	<p>No clear plan for audience reach, engagement, or post-production use.</p> <p>Plan includes only 1-2 products, less than 5 “episodes” in a series, or less than 15 minutes of content</p> <p>(0-5 Points)</p>
<p><b>(6) Project Budget—5 Points</b></p>	<p>Budget is realistic, aligned with project goals, and sufficiently detailed or justified.</p> <p>(4-5 Points)</p>	<p>Budget is generally aligned but lacks detail or clarity.</p> <p>(2-3 Points)</p>	<p>Budget is incomplete, unclear, or not aligned with the project.</p> <p>(0-1 Points)</p>
<p><b>Total: 100 Points</b></p>			