

**(Tentative) Fine Gardening Manuscript and "Grow What You Eat" Campus Workshop
Assessment Rubric**

"Fine Gardening" Manuscript	Pts.	Excellent Effort	Above Average Effort	Average Effort
"Pitch" Cover Letter <i>Getting a "foot in the door" is often the hardest part.</i>	10	Demonstrates passion for, and mastery of the subject. Clearly and creatively explains how this piece will help readers now and in the future.	Illustrates good understanding of content and clear appeal for publication, but struggles to "sell" the piece.	Editor probably won't make it to the end of the letter.
Narrative <i>Your task is to identify, vet and interpret key published resources. Ask yourself, "how helpful will my interpretation be to readers?"</i>	40	Demonstrates a thorough mastery of the subject, bringing focus and cohesion to all elements of the topic. Interprets information from many sources and weaves it into a clear, concise and compelling story.	Demonstrates adequate understanding of the subject. Depth and breadth of resources may be lacking and usefulness to the reader may therefore be limited.	Demonstrates limited familiarity with existing resources, resulting in limited value for the reader.
Personal Communications <i>You must reach out to at least four sources (University researchers, farm owners, seed companies, etc.) that can provide "the rest of the story" when it comes to your topic.</i>	25	Demonstrates ability to cultivate professional relationships that require effort and persistence as evidenced by email exchanges, knowledge of "behind-the-scenes" issues associated with published works, redirection to additional sources, etc.	Evidence of outreach to required number of sources is confirmed. However, resulting communications provide little additional guidance beyond published materials.	Communication has been established with fewer than the required number of sources and/or what information is gathered adds no additional value to existing published materials.
Images, Diagrams, Drawings <i>Fine Gardening editors chose their own image/illustrations, but you will provide suggestions.</i>	10	Visual elements are well-conceived and add considerable value to the article. As a result less text is required to communicate key information effectively.	Visual elements add some value to the article. However, their use does little to reduce text required to clarify concepts.	Visual elements are of low quality and instead of clarifying key concepts may lead to additional confusion.
Resources <i>Seed companies, garden centers, equipment dealerships, farm supply companies, etc. may all be needed to make your article as helpful as possible. You will need to provide contact information for these items – including names, phone numbers, email addresses, URLs, etc.</i>	15	Quantity is not confused with quality. A half dozen key resources offering a wide range of high-quality information/products/services may be better than several dozen lesser resources. In addition to specific contact information, comments regarding the <u>process</u> of finding key resources is provided.	Resources, contact information, etc. are generally helpful, but comments on how they were discovered may be lacking.	Resources and/or contact information is limited or nonexistent as is discussion of the discovery process.

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Video/Public Presentation	Pts.	Excellent Effort	Above Average Effort	Average Effort
<p>Organization/Storytelling <i>The presentation of science-based information must be just that - information that is grounded in rigorous, scientific research. However, it need not be boring! Your challenge is to deliver science-based information in a clear, concise and compelling (even entertaining) manner.</i></p>	50	Capably weaves science and stories together in a visually well-organized and interesting style that leads the audience to a better understanding of the topic.	Presenting science-based information in a compelling manner is not easy. However, it is clear that effort has been made to be both scientifically accurate while communicating in manner that is clear, concise - and compelling, with limited reliance on bullet points and other common presentation crutches.	Bullet point-based presentations are perfectly acceptable - and universal. However, they don't often lend themselves to truly compelling and thought-provoking presentations.
<p>Images, Graphics, Video, Audio <i>Illustrations and audio clips are especially important as it's often difficult to remain focused on bulletpoint-based presentations.</i></p>	10	Illustrations are high-quality and serve as excellent "visual cues" that aid in the delivery of a compelling message that clearly explains key components of the guide.	Illustrations are of acceptable quality and generally makes the presentation more effective.	Illustrations are of low quality and may lead to confusion rather than clarification.
<p>Presentation Software <i>One strategy for separating yourself from other job applicants is your familiarity with a variety of software. While PowerPoint is (relatively) easy to use and is becoming increasingly capable of delivering interactive presentations (e.g., recording notes written directly on the presentation), <u>everyone</u> uses it.</i></p>	10	Demonstrates fluency in alternative software that supports the delivery of an impactful presentation. Resists the temptation to make the presentation about the software "bells and whistles."	Shows willingness and effort in using alternative presentation software. Mastery will come with additional practice.	Relies on PowerPoint, which is universally acceptable, but misses the opportunity to explore alternatives in a safe environment.
<p>Recommendations and Summary <i>Good stories tie up loose ends, clarify any confusions and often offer a look into the future. Effort should be made to provide the audience with guidance for keeping their knowledge on the topic up to date.</i></p>	30	Provides clear guidance for updating information contained in the guide. Offers thoughts on strategies for ongoing communication with experts as a way to stay on top of current practices that can be incorporated in the client's garden.	Provides a strong summary of the guide but limited guidance on where to turn for up to date information on the topic.	Conclusion of the presentation trails off with little summary and no guidance.
	200			