

RUBRIC

	Poor	Average	Excellent
Background	Personal and project background was not well articulated. Application does not align well with the CWSG goals. Applicant lacked compelling presence or engagement.	Discussion of personal and project background satisfactory but some clarity missing. Application aligns with some of CWSG goals. Applicant has a sound presence but lacked full engagement.	Clearly articulated discussion of personal background and project. Application is in good alignment with CWSG goals. Applicant has strong presence and engagement.
Project Goals	Project does not appear compelling and/or achievable. Project would not meaningfully add to the existing scicomm landscape. Project goals are poorly described and/or raise concerns.	Project is interesting and plausibly achievable. Project would complement the existing scicomm landscape. Project goals are described and reasonable, but with questions.	Project is both exciting and achievable. Project would uniquely add to the existing scicomm landscape. Project's goals are clearly described and reasonable.
CWSM Support	Applicant does not adequately explain how CWSM will support their project. Level of CWSM not appropriate to achieve the stated goals.	Applicant articulates how either mentorship or the grant would benefit their project. Level of CWSM is stretched to achieve the stated goals.	Applicant clearly articulates how both mentorship and the grant would benefit their project. Level of CWSM is appropriate to achieve the stated goals.
Motivation	Applicant does not show evidence for passion/enthusiasm in scicomm. Applicant does not adequately address why scicomm is important to them. Application was not impactful to the reviewers.	Applicant expresses interest for scicomm. Applicant partially addresses why scicomm is important to them. Application had impactful parts to the reviewers.	Applicant expresses clear passion and enthusiasm for scicomm. Applicant convincingly explains why scicomm is important to them. Application was impactful and memorable to the reviewers.