	1	2	3	4
Problem Comprehension	Unable to define the **social problem** they are trying to solve.	Defines the social problem, but does not identify its root causes. Assertions are supported with limited data and evidence.	Defines the social problem and its ecosystem along with the potential root causes. Assertions are supported by compelling data and evidence	Precisely defines a social problem, its ecosystem, and root causes. Assertions are enhanced by the strategic use of significant data and evidence from primary and/or secondary sources.
Problem Significance	Does not demonstrate that this is a problem to the community described.	Somewhat demonstrates that this is a problem to the community described using limited evidence.	Demonstrates that this is a problem to the community described using compelling evidence.	Demonstrates that this is a problem of significance to the community described, enhanced by the strategic use of data and evidence from primary and/or secondary sources.
Vision State	Does not describe a vision of the future that is distinct from the current reality.	Describes a future where the problem is absent but does not offer a new vision of the way life will be transformed.	Describes a future where the problem is absent and proposes a vision of a new reality.	Compellingly describes a future where the problem is absent and proposes a specific vision with concrete examples of the way life will be transformed for individuals, communities, and the world.
Plan for Action	Unable to articulate key goals for the year and planned activities to advance effort. Any plans mentioned are unclear and illogical.	Somewhat articulates key goals for the year and planned activities to advance effort.	Clearly articulates key goals for the year and planned activities to advance effort. There is logic for why these are the right goals at this time.	Clearly articulates key goals for the year, planned activities and anticipated outputs. There is strong logic for why these are the right goals at this time.

Plan for Social Impact	Unable to articulate how proposed effort will address the specific social problem applicant is trying to solve.	Somewhat articulates how proposed effort will address the specific social problem they are trying to solve. There is little logic in how the key activities will drive social impact or evidence to support their claims.	Clearly articulates how proposed effort will address the specific social problem they are trying to solve and result in social change. There is logic in how the key activities will drive social impact and evidence to support their claims.	Compellingly articulates how proposed effort will address the specific social problem they are trying to solve and result in systemic change. There is strong logic in how the key activities will drive social impact and evidence to support their claims.
Sustainability	Demonstrates no plan to continue their work.	Somewhat demonstrates a plan to continue their work. Does not acknowledge potential boulders standing in the way.	Demonstrates a realistic plan to continue their work, including attention to potential boulders.	Demonstrates a comprehensive plan to continue their work, including clarity about additional resources necessary and potential boulders.
Evaluation	Does not explain how they will measure and evaluate the intended outcomes and social impact.	Provides minimal explanation on how they will measure and evaluate the intended outcomes and social impact.	Provides an explanation on how they will measure and evaluate the intended outcomes and social impact, including some relevant metrics.	Provides a clear explanation on how they will measure and evaluate each intended outcome and the overall social impact, along with detailed associated metrics.
Innovation	Demonstrates no understanding of existing efforts. The proposed pathway does not appear to be innovative.	Demonstrates some understanding of existing efforts (past and/or present). Does not explain how their intervention is innovative within their implementing context (i.e., differentiated from and/or complementary	Demonstrates understanding of efforts (past and/or present). Articulates how their intervention is innovative within their implementing context (i.e., differentiated from and/or complements other efforts), using data and evidence.	Demonstrates extensive understanding of efforts (past and present) to address this social problem. Clearly articulates how their effort is innovative within their implementing context (i.e., differentiated from and complements other efforts) using compelling data and evidence from primary and/or secondary sources.

		to other efforts).		
Proximity	Does not articulate why they are drawn to the project or identify any experiences, interests, or connections.	Somewhat conveys why they are drawn to the project. Somewhat identifies any experiences, interests, or connections.	Presents a strong reason for why they are drawn to the project and have strong experiences, interests, or connections.	Presents a compelling reason for why they are drawn to the project and has developed a relationship with the affected community that will contribute to advancing their work.
Cultural Humility	Does not illustrate experience or knowledge of cultural humility.	Demonstrates some commitment to learning and improvement by proactively seeking input that informs how to engage with the community and address needs using a mindful approach.	Demonstrates commitment to learning and improvement by proactively seeking input that informs how to engage with the community and address needs using a mindful approach.	Demonstrates commitment to continuous learning and improvement by proactively evaluating one's efforts, seeking input, and applying insights to improve effectiveness in community engagement.