

Farm Bureau® Women's Communications  
**BOOT CAMP**  
 WASHINGTON, DC —



## Scoring Rubric

	Exceeds Expectations	Meets Expectations	Needs Improvement
<b>Farm Bureau Involvement (25 points)</b>	<b>17-25 points</b>	<b>7-16 points</b>	<b>0-6 points</b>
<i>Purpose: Evaluation of applicant's involvement in and plans to continue to support the mission of Farm Bureau.</i>	Applicant is currently an <u>active</u> member of Farm Bureau and clearly explains plans for continuing and/or increasing involvement after Boot Camp.	Applicant is currently an <u>active</u> member of Farm Bureau but did <i>not</i> clearly explain plans for continued and/or increased involvement after Boot Camp.	Applicant is not currently an <u>active</u> member of Farm Bureau and did not clearly explain plans to become more involved after Boot Camp.
<b>Reasons for Participation (30 points)</b>	<b>20-30 points</b>	<b>10-19 points</b>	<b>0-9 points</b>
<i>Purpose: Evaluation of the applicant's reason for participation in Communications Boot Camp and qualities that make them a desirable candidate.</i>	Applicant clearly explains why she needs training and identifies qualities that make her a desirable candidate.	Applicant clearly explains why she needs training but is not able to identify valid qualities that make her a desirable candidate.	Applicant is unable to clearly explain why she needs training and cannot explain why she would be a good fit.
<b>Plan for Action (25 points)</b>	<b>17-25 points</b>	<b>7-16 points</b>	<b>0-6 points</b>
<i>Purpose: Evaluation of applicant's detailed plan to use skills gained during Communications Boot Camp at the county, state and/or national level.</i>	Applicant has a detailed plan for using the skills gained to benefit agriculture and Farm Bureau.	Applicant has a plan for using her skills, but it is not detailed.	Applicant does not have a plan for using the skills gained.
<b>Communication Skills (15 points)</b>	<b>11-15 points</b>	<b>5-10 points</b>	<b>0-4 points</b>
<i>Purpose: Evaluation of applicant's current abilities and willingness to apply new skills to be an effective advocate.</i>	Applicant identifies current communication skills and clearly explains how she uses those skills to advocate for agriculture and Farm Bureau.	Applicant identifies current communication skills but does not clearly explain how she uses them to advocate for agriculture and Farm Bureau.	Applicant is unable to identify any communication skills and does not explain how she advocates for agriculture and Farm Bureau.
<b>Overall Presentation (5 points)</b>	<b>4-5 points</b>	<b>2-3 points</b>	<b>0-1 point</b>
<i>Purpose: Evaluation of applicant's ability to provide thoughtful, clear and complete answers.</i>	Applicant took time completing the application. Answers are well thought out, clear and complete.	Applicant took time to complete the application, but answers could have been clearer and/or more detailed.	It appears the applicant rushed to complete the application. Answers are incomplete.

**This is a template for the online Women's Communication Boot Camp application only.** Applications will only be accepted electronically using the [online application](#). Handwritten and/or scanned entries will not be accepted.

### **Farm Bureau Involvement (25 points)**

1. What is your involvement in Farm Bureau and what are your goals for future involvement (300 words max)?
  
2. Do you currently hold, or have you held, an elected office (county Farm Bureau office, Women's Leadership Committee chair/vice chair, school board, township officer, county commissioner, etc.)?
  - i. If yes, please list the position(s)(300 words max):

### **Reasons for Participation (30 points)**

3. Why are you interested in being a participant of Women's Communications Boot Camp (list at least three reasons)(300 words max)?
  
4. What communication areas are you interested in improving (250 words max)?

### **Detailed Plan (25 points)**

5. How do you plan to use skills gained from Communications Boot Camp to benefit agriculture and Farm Bureau (300 max)?

### **Current Communication Skills (15 points)**

6. Have you participated in other communication training courses or programs?
  - i. If yes, please list training courses or programs (300 words max):

7. What communication skills and personal qualities do you currently possess that make you an effective advocate for agriculture, and how do you utilize these skills (250 words max)?

**Up to five points will be awarded for overall presentation of this application including completeness and clarity of answers.**

- I hereby certify the information on this application to be accurate and true statements, made to the best of my ability.
- I hereby certify that I am a Farm Bureau member in good standing.\*Your membership status will be verified by your state Farm Bureau prior to judging.
- Within 90 days of graduation, I will actively seek an opportunity in my community to use my enhanced skills and then report my engagement following this training seminar.