

# Gold Award Rubric Requirements and Standards

Defined Requirement	Does Not Meet Standard	Needs Improvement	Meets Standard	Exceeds Standard
<b>Step 1: Choose an Issue</b>				
<i>Related questions in proposal: My Gold Award aims to address this issue: The root cause of my issue is</i>				
Project identifies root cause and a valid community need	Issue is based on girl interests only and not on valid community need.	Issue has potential but lacks identification of root cause	Issue addresses topic of need and root cause is identified	Issue addresses 2 or more topics of need and root causes OR addresses a need and root cause that is important, but rarely addressed
<i>Related question in proposal: The target audience(s) for my Gold Award project is/are</i>				
Target Audience is clearly identified	Audience is only immediate network (family, Girl Scout troop)	Audience is only immediate community (family, friends, Girl Scouts, athletic team, youth group, etc.)	Reaches beyond current network (all teams at school, church community, town)	Beyond current network and reaching national or global communities
<b>Step 2: Investigate</b>				
<i>Related question in proposal: The reasons I selected my issue are</i>				
Research sources are cited and thoroughly investigated	No validation or research conducted	Little or no research is provided	Some research has been conducted and 1-2 sources are referenced	Thorough research has been conducted and 3+ sources cited
<i>Related question in proposal: My Gold Award's national and/or global link is</i>				
Project plans for national or global connection to issue	No mention of national or global connection	Includes research and evidence at the local level	Includes research and evidence at the local and national level	Includes research and evidence at the local, national, and global level and plan for project to take off in new locations/groups
<b>Step 3: Get Help</b>				
<i>Related question in proposal: List the names of individuals and organizations you plan to work with on your Gold Award project</i>				
Project team members are identified	Self and family only	Self, family, and Girl Scouts only OR 2 or less team members	3-5 team members with majority from local network beyond self, family, and Girl Scouts	5+ team members from larger network beyond self, family, and Girl Scouts and including previously unknown connections with strategic thought of leveraging skill/expertise
<i>Related question in proposal: Girl Scout Gold Award Project Advisor information</i>				
Project Advisor is identified and appropriate for the issue	None selected	Advisor is family member or troop leader/volunteer OR does not have knowledge of selected issue	Advisor has knowledge of the issue selected	Advisor is an expert on the issue selected and additional expert advisors are listed in team.
<b>Step 4: Create a Plan</b>				
<i>Related question in proposal: I will address the root cause by</i>				
Clear project description	Project is not defined, refers back to issue OR Project is Service Project	Project is vaguely described, it's unclear what will be done	Project is clearly described, reviewer can understand exactly what will be done	Project is clearly described, reviewer can understand exactly what will be done
<i>Related questions in proposal: The skills, knowledge, and/or attitudes my target audience will gain are; I will know that my audience has gained the desired skills/knowledge because; Measurement of my project's success chart</i>				
Project has a measurable impact	Impact does not relate to issue OR no impact defined	Impact is a vague impression OR not realistically measurable (more smiles, happier, etc.)	Impact is defined by a range, 1 measurement tool identified	Impact goals are high and 2+ measurement tools are identified

Defined Requirement	Does Not Meet Standard	Needs Improvement	Meets Standard	Exceeds Standard
<i>Related question in proposal: My Gold Award project goals are</i>				
Project goals are clearly defined and realistic	No goals	Goals stated in the form of feelings	1 overall goal clearly defined	2+ goals clearly defined OR 1 ambitious goal defined with more attainable sub-goals included
<i>Related question in proposal: My Gold Award will be sustained by:</i>				
Project ensures sustainability	No sustainability	Implied or little attempt to be sustainable OR other Girl Scouts will continue	Partner/group/individual will continue using/promoting project	Partner/group/individual agrees to continue implementing project AND new groups contribute to sustainability
<i>Related question in proposal: I will put my plan in to action by:</i>				
Timeline is realistic and appropriate for project	No timeline	2-3 milestones defined or milestones not relevant to project	4-5 milestones clearly defined	6+ milestones clearly defined
Project will allow candidate to demonstrate active leadership role	Teammates not used in timeline, project primarily solitary	Teammates only have minor roles OR only 1-2 people are led in execution of project	Teammates have active role in project AND a team of 3+ is led in execution of project	Large team led in execution and plan for leadership skills to be transferred to the team and target audience
<i>Related question in proposal: Estimate your project expenses and how you plan to meet those costs</i>				
Budget is realistic	No thought about potential expenses	Budget only has total expenses OR supplies listed are inappropriate for the scope of the project	2-3 overall expenses defined with known approximate income amount listed OR no budget required	4+ detailed expenses defined with known approximate income amount listed
Income and money earning activities are explained	No explanation OR disregards money earning policy	Yes, but unclear if following policy	Yes, follows all money earning policies OR no money earning required	Yes, and provides highly creative plan for funding
<i>Related question in proposal: I will let others know about my Gold Award by promoting via; I will put my plan in action by</i>				
Plan to actively share project	No plan	Passive sharing only (social media, brochure, etc.) OR only sharing with target audience	Plan for a mix of passive and active sharing beyond target audience	Plan for sustained sharing beyond Gold Award
<b>While All Elements are required for a Gold Award Project - some elements carry more weight than others - the lower weighted elements are more easily adjusted during the project process, while the higher weighted elements need to be in good order prior to initiating the project.</b>				
Highest Weight	Any item in the Does Not Meet Standard Category would need additional consideration prior to Project Proposal Approval			
Highest Weight	Any item in the Needs Improvement Category would require a conversation with the Gold Award Committee to make adjustment prior to Project Proposal Approval			
Medium Weight	Any item in the Does Not Meet Standard or Needs Improvement Categories would require a conversation with the Gold Award Committee to make adjustments during the finalizing of the path forward.			
Lower Weight	Any item in the Does Not Meet Standard or Needs Improvement Categories would require a conversation with the Gold Award Committee to make adjustments during the finalizing of the path forward.			