Attachment C

SCNP Memo #2024-2025-09

July 29, 2024



2024 Virginia Farm to School and School Nutrition Programs Directors’ Conference

October 29-30, 2024

Hotel Madison, Harrisonburg, Virginia

Proposal Scoring Rubric

Submission Deadline

August 16, 2024

Submit to:

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Introduction

The 2024 Virginia Farm to School and School Nutrition Programs Directors’ Conference Planning Committees will review submitted conference session proposals. The Committees will score proposals based on the rubric listed below.

Proposal Eligibility

Proposals must meet the following criteria to be considered:

* Proposal was submitted by the deadline.
* Submitted proposal is completed in full with no fields left blank.
* Proposal does not include any overt solicitation on behalf of any individual, vendor, product, organization, or any commercial activity.
* Proposal topic aligns with one or more of the following areas:
	+ Day 1: Virginia Farm to School Conference
		- Building Farm to School Connections with:
			* School Nutrition Programs
			* Local Farms
			* School Gardens
			* Career and Technical Education (CTE) Programs
			* Farmers Markets
			* Virginia Cooperative Extension and/or Community Organizations
			* Nutrition and Agriculture Education
		- Virginia Food for Virginia Kids:
			* Scratch Cooking with Virginia Grown and Raised Ingredients
			* Local Procurement
			* Student Inspired Menus and/or Student Involvement in Menu Development
			* Workforce Development Programs
			* Virginia Harvest of the Month
	+ Day 2: School Nutrition Programs Directors’ Conference
		- Back to Basics (i.e., Menu Development, Procurement, and/or Scratch Cooking 101)
		- Marketing and Food Photography
		- Integrating Students in School Nutrition Programs Promotion and Recipe Development
		- Team Building and Increasing Staff Morale
		- Partnering with Outside and Parent and Community Organizations to Increase Inclusivity in School Nutrition Programs
		- Integrating Nutrition Education into the Curriculum
		- The Final Rule

Session Title and Summary: Up to four (4) points

Proposal lists the title of the session and includes a short summary (max 500 characters) of the proposed session.

Scoring Rubric:

* Responses should include the following:
	+ Title and summary should provide insight into the proposed session.
	+ Title and summary align.
* Zero (0) points will be awarded when the response does not include an aligned title and session summary.
* Up to two (2) points will be awarded when the response includes a basic session summary that aligns with the session title.
* Up to four (4) points will be awarded when the response includes a title and detailed session summary that aligns with the session title.

Session Learning Objectives: Up to four (4) points

Proposal lists the learning objectives of the session.

Scoring Rubric:

* Responses should include the following:
	+ A list of session learning objectives.
	+ Clear learning objectives that tie into the session summary and proposed outline.
* Zero (0) points will be awarded when the response does not include clear learning objectives.
* Up to two (2) points will be awarded when the response includes a basic description of learning objectives that are not clearly tied to the session summary and proposed outline.
* Up to four (4) points will be awarded when the response includes a detailed description of learning objectives that are clearly tied to the session summary and proposed outline.

Speaker Background and Experience: Up to four (4) points

Proposal includes speaker details and outlines the background and experience of the speaker(s) on the proposed session topic.

Scoring Rubric:

* Responses should include the following:
	+ Background and experience of session speakers(s).
	+ How the background and experience of the session speaker(s) qualifies them to present on the proposed session.
* Zero (0) points will be awarded when the response does not include a description of the speaker’s background and experience.
* Up to two (2) points will be awarded when the response includes a basic description of the speaker’s background and experience, and how their experience qualifies them to present on the proposed session.
* Up to four (4) points will be awarded when the response includes a detailed description of the speaker’s background and experience, and how their experience qualifies them to present on the proposed session.

Proposal Relevance to Virginia Programs: Up to four (4) points

Proposal outlines how the topic is relevant to Virginia farm to school efforts, or Virginia school and community nutrition programs.

Scoring Rubric:

* Responses should include the following:
	+ How the session/topic is relevant to Virginia farm to school efforts, and/or Virginia school and community nutrition programs.
* Zero (0) points will be awarded when the response does not indicate how the session is relevant to Virginia farm to school efforts or Virginia school and community nutrition programs.
* Up to two (2) points will be awarded when the response includes a basic description of how the session is relevant to Virginia farm to school efforts or Virginia school and community nutrition programs.
* Up to four (4) points will be awarded when the response includes a detailed description of how the session is relevant to Virginia farm to school efforts or Virginia school and community nutrition programs.

Proposal Outline: Up to six (6) points

Session outline is attached to the proposal.

Scoring Rubric:

* Outline should include the following:
	+ Alignment with the proposed session title and summary.
	+ Alignment with the proposed learning objectives.
	+ Clear session structure.
* Zero (0) points will be awarded when the response does not include an aligned outline with clear session structure.
* Up to three (3) points will be awarded when the response includes a basic outline with limited session structure.
* Up to six (6) points will be awarded when the response includes a detailed outline and session structure.

TOTAL MAXIMUM POINTS = 22