

MBAA DISTRICT NEW ENGLAND SCHOLARSHIP EVALUATION MATRIX						
EVALUATION & RESPONSE CRITERIA		1 Unsatisfactory	2 Fair	3 Good	4 Outstanding	Score
<b>ESSAY CONTENT</b>	<i>Essay responses are meaningful and thoroughly address all of the essay question topics identified.</i>	Responses address some of the essay question topics but content incomplete and/or lacking detail.	Responses address all of the essay question topics but content is lacking detail.	Responses address all of the essay question topics with supporting information.	Responses address all of the essay question topics and content provides detailed and meaningful supporting information.	
<b>BREWING CAREER</b>	<i>Essay responses speak to an individuals past/current/future commitment to the brewing industry.</i>	Provides little or no information on past/current/future brewing experience or industry involvement and/or is considering or has already left the brewing industry.	Provides minimal description of past/current/future brewing experience and/or does not relate experience to essay question topics.	Describes past/current/future brewing experience to the essay question topics.	Describes how past/current/future brewing experiences relate to the essay questions topics which reflect a dedication to the industry.	
<b>MBAA INVOLVEMENT</b>	<i>Essay responses speak to an individuals past/current/future commitment to the MBAA, District New England and its members.</i>	Responses do not demonstrate an intent to share course learnings with the district and lack an understanding of the value MBAA and the District NE community.	Responses loosely mention an intent to share course learnings with the district but do not demonstrate an understanding of the value MBAA and the District NE community.	Responses include a desire to share course learnings with the district and demonstrate how this provides value to the MBAA and the District NE community.	Responses establish set goals and direction for sharing course learnings with the district and clearly demonstrates an understanding of how this provides value to the MBAA and the District NE community.	
<b>INTERPERSONAL VALUE</b>	<i>Essay responses address the personal, professional and industry value that the course scholarship will provide to achieving personal goals.</i>	Responses do not describe how the scholarship will provide value to achieving individual goals.	Responses mention scholarship value and/or individual goals but do demonstrate an understanding of how the two relate.	Responses mention scholarship value and a general understating of individual goals.	Responses demonstrate a clear understanding of scholarship value and relationship to achieving individual goals.	
<b>LEVEL OF EFFORT</b>	<i>Essay responses demonstrate a level of commitment to working hard that will in turn be reflected in the value received from an MBAA scholarshiped course.</i>	Essays lack development and organization and do not demonstrate commitment to the value of the scholarship.	Essays are complete, organized and minimally meet the expectations of all the evaluation criteria.	Essays are complete, organized and satisfactorily meet the expectations of all the evaluation criteria.	Essays are complete, organized and meet the expectations of all the evaluation criteria while demonstrating an ability to go above and beyond.	
ESSAY SCORE SUBTOTAL						0
NON ESSAY EVALUATION CRITERIA		(1)	(2)	(3)	(4)	
<b>MEMBERSHIP TENURE</b>	<i>Length of time as a member</i>	2 years (minimum)	2-5 years	5-10 years	10+ years	
<b>BREWFEST VOLUNTEER</b>	<i>Volunteered or donated beer</i>	Donated product in the past	Volunteered to help in the past	Volunteered to help and donated product in the past	Regularly volunteered to help and/or donated product at two or more past NH Brewfest's	
<b>MEETING INVOLVEMENT</b>	<i>Commitment to meeting and community</i>	Occasionally attend meetings	Regularly attend meetings	Regularly attend meetings and have offered to present	Regularly attend meetings and have presented	
NON ESSAY SCORE SUBTOTAL						0
TOTAL SCHOLARSHIP SCORE						0