



2021 ARKANSAS RICE REPS PROGRAM RUBRIC

Below is the rubric that will serve as a guide to determine Rice Reps' scores throughout the program.

OVERALL REACH • 50 POSSIBLE POINTS

- Measure and quantify post engagement (likes, comments, shares)
Posts must tag @arkansarice/@ricearkansas, and #RiceReps21
- Submit post tracking log similar to the one below
- Number of Posts point system:
 - 1-7 Posts = 0 points
 - 8-16 posts = 5 points
 - 17-24 posts = 10 points
 - 25-32 posts = 15 points
 - 33-40 posts = 20 points
 - 45+ posts = 25 points

DATE	EVENT/POST	ATTENDEES/LIKES	COMMENTS	SHARES/RT
6/2/2021	Farm Tour	15	n/a	n/a
7/5/2021	Twitter Post <small>(include link or screenshot of post)</small>	42	2	12

CREATIVITY & INITIATIVE • 25 POSSIBLE POINTS

EXPERIENCES ATTENDED • 25 POSSIBLE POINTS

- Minimum of 2 events attended • 10 points
does not include mandatory events Orientation Reception and Rice Reps Awards
- Each additional event attended • 5 points per event

While this rubric serves as a guide, Arkansas Rice may exercise its sole and absolute discretion in selecting scholarship recipients. Arkansas Rice reserves the right to make programmatic changes as needed, and will communicate with Rice Reps accordingly.

CONTACT INFORMATION

Lauren Waldrip
Lauren@CampbellWard.com
870.295.8454

Becky Barnes Campbell
Becky@CampbellWard.com
501.912.7560

