NCDA Conference Proposal Rubric
May 14, 2025

Criterion	0	1	2	3	4
1. Goals and objectives are: a. clear, b. realistic and achievable within the scope of the presentation format and time, and c. successful attainment could be measured / observed. *Found in:* "Goals and Objectives"	Program goals and learning objectives are *not provided*. (e.g., content written in this section that is not a goal or learning objective)	Program goals and/or learning objectives are *vague / lack clarity.* It is difficult to evaluate how realistic, achievable, or measurable the program goals / learning objectives are.	Program goals and/or learning objectives are *clear*. Yet, the program goals / learning objectives are *weak*. They are **NOT** (2) realistic or achievable within the scope of the presentation format and time, **NOR** are they (3) measurable.	Program goals and/or learning objectives are *clear*. The program goals / learning outcomes are *moderate*. They are (2) realistic / achievable **OR** (3) measurable / observable – but not both.	Program goals and/or learning objectives are *clear*. The program goals / learning outcomes are *strong*. They meet all requirements, being (2) realistic and achievable within the scope of the presentation format and time, **AND** (3) measurable / observable.
2. Program description (abstract and program summary) illustrates methods for achieving goals and objectives. Includes, for example: a. Motivation for topic b. Introduction of goals / objectives c. Outline of activities d. Strategies for engaging participants e. Ways to check learning / comprehension f. Using a delivery format well-aligned with content *Found In:* "Program Description"	Program description *lacks sufficient detail or depth*. May be difficult to follow. Integrates *two or fewer* of the example methods for illustrating how goals and objectives can be achieved.	*Fair* program description, but there may be some *writing errors* (grammar, spelling, consistency). Program description integrates *three* of the example methods for illustrating how goals and objectives can be achieved.	*Good* program description. The *writing is good*, demonstrating care and thought. Program description integrates *three* of the example methods for illustrating how goals and objectives can be achieved.	*Very good* program description. *Well written*, generating interest in the topic. Program description integrates *four* of the example methods for illustrating how goals and objectives can be achieved.	*Excellent* program description. *Very well written*, generating enthusiasm for the topic. Program description integrates *at least five* of the example methods for illustrating how goals and objectives can be achieved

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3. Relevance to Conference Theme *Found in:* "Relevance to Conference Theme" *May also find evidence in:* "Goals and Objectives" "Program Description"	Submission ***does not connect*** to the conference theme in any identifiable way. May be that only the title uses connected words, but the connection is not discussed by the author(s).	The submission has ***minimal relevance to the conference theme***. Connections are weak or not clearly articulated by the author(s).	The submission shows ***some relevance*** to the conference theme but is either not central to it or only loosely connected. Author(s) may state there is a connection but provide no explanation or support/evidence for how the presentation connects with the theme.	The submission is ***clearly related*** to the conference theme. Author(s) provides some statement of connection but provide minimal explanation or support/evidence for how the presentation connects with the theme.	The submission is ***fully aligned*** with the conference theme. Author(s) provides clear support / evidence and strong applications directly tied to the theme.
4. Content is grounded in evidence, theory, research, or practical experience. *Likely found in:* "Goals and Objectives" "Program Description" "Relevance to Conference Theme"	Evidence, theory, research, or practical experience that provides a foundation for this program content is ***not addressed*** in the proposal.	Evidence, theory, research, or practical experience that provides a foundation for this program content is ***mentioned by name only, but lacks connecting description,*** in the proposal.	Program content is ***faintly grounded*** in evidence, theory, research, or practical experience, with ***some mention of connections*** made in the proposal	Program content is ***clearly grounded*** in evidence, theory, research, or practical experience with ***consistent and appropriate connections*** made in the proposal.	Program content is ***thoroughly grounded*** in evidence, theory, research, or practical experience with ***comprehensive and robust connections*** made in the proposal.
5. Clear connections are made to practical applications in career development. *Likely found in:* "Goals and Objectives" "Program Description" "Relevance to Conference Theme"	The connections to practical career development applications are ***not stated***.	The connections to practical career development applications are ***vague or unclear***.	The connections to practical career development applications are ***clearly stated*** but coming from an ***unrelated field*** OR a ***poor fit*** for the proposal topic.	The connections to practical career development applications are ***clearly stated*** AND ***relevant*** to the proposal topic.	The connections to practical career development applications are ***clearly stated, relevant*** to the proposal topic, AND ***enhance*** the proposal's story.

6. What is the best fit conference focus area for this proposal? *(Select one. Choose the first option if the proposal fits the conference focus area that it was submitted to.)*
- ○ The proposal is a good fit for the identified conference focus area
- ○ K-12 Career Counselors and Specialists
- ○ Counselor Educators and Researchers
- ○ Higher Education Career Center Counselors and Specialists
- ○ Career Counselors and Specialists in Business & Industry
- ○ Career Counselors and Specialists in Government and Public Agencies
- ○ Career Counselors and Specialists in Private Practice and Consulting
- ○ Career Counselors and Specialists Working with Special Populations such as Military/Veterans, Corrections, Special Needs, etc.
- ○ General Audience

7. Does this appear to be a vendor presentation?
- ○ Yes
- ○ No
- ○ Unsure

8. What is your overall recommendation for this proposal?
- ○ Accept as a presentation
- ○ Accept as a roundtable
- ○ Accept as a PDI
- ○ Do not accept
- ○ Send for secondary review to another focus area (as indicated in "best fit conference focus area" question above)

9. Notes regarding recommendation: *(open text response)*