

Student Name: _____

Scholarship Video Rubric

Category	Excellent (4 pts)	Good (3 pts)	Needs Improvement (2 pts)	Unacceptable (1 pt)
Time Limit (3–5 minutes)	Video is within 3–5 minutes	Slightly under/over by less than 15 seconds	Off by 15–30 seconds	Off by more than 30 seconds
Professional Appearance	Dressed appropriately and presents self with confidence	Mostly professional appearance, some casual elements	Appearance distracts slightly from message	Appearance is distracting or inappropriate
Eye Contact / Looking at Camera	Maintains eye contact throughout	Occasional loss of eye contact	Frequently avoids looking at camera	Rarely or never looks at camera
Background / Setting	Background is clean and appropriate	Mostly appropriate; minor distractions	Some distracting elements in background	Background is cluttered or inappropriate
Audio Quality / Noise Level	Clear audio; no background noise	Mostly clear with minor background sounds	Some difficulty hearing due to noise	Poor audio; hard to understand
Video Clips / Extras (≤30 seconds)	Any added video clips are brief (≤30 sec) and relevant	Slightly over 30 seconds but mostly relevant	Clips distract from main message	Overuse of clips or irrelevant additions
Overall Message & Clarity	The message is clear, focused, compelling, and gives the viewer a sense of the applicant's personality	Message is clear but may lack polish	Message is somewhat unclear or unfocused	Message is difficult to understand or off-topic
Effort and Preparedness	Well-rehearsed and thoughtfully planned	Mostly prepared, few stumbles	Some evidence of preparation	Appears unrehearsed or rushed
Total Points (32)				

****REMEMBER:**

1. Check sound quality of video before submitting—record in a quiet room with no background noise.
2. Be sure that your video is recorded using Loom, Vimeo, or YouTube. Double-check to ensure that your video is set to “private” but also set to “view” for those who have the link.
3. Practice before recording—try to avoid sounding “rehearsed” and avoid “reading” to us. We want to see the “real” you.

