AITC AMBASSADOR SELECTION RUBRIC

Written Application (70 points)

Category	Points Available	Points Received	What Reviewers Look For
Interest in AITC & Agricultural Education	10		Genuine interest in AITC, agricultural education, and the program mission
Leadership	10		Leadership experience, initiative, responsibility, and ability to influence others positively
Communication & Outreach Potential	10		Ability to communicate ideas, work with others, present information, and connect with different audiences
Commitment & Reliability	10		Demonstrated dependability, work ethic, willingness to participate, and ability to balance responsibilities
Community/Volunteer Involvement	10		Service, volunteerism, involvement in school or community activities
Agriculture/Industry Interest	10		Understanding of or interest in agriculture and willingness to learn about the industry
Written Responses	5		Thoughtfulness, authenticity, clarity, and completeness
Previous AITC Involvement	5		Previous participation or volunteer involvement with AITC activities and events
TOTAL SCORE			

Application Scoring Guide

Excellent — 5: Exceptional response; specific examples; demonstrates strong potential.

Good — 4: Strong response with relevant examples and clear potential.

Average — 3: Adequate response but limited detail or examples.

Needs Improvement — 2: Limited response with little evidence of the desired quality.

Poor — 1: Incomplete, unclear, or provides little evidence of the desired quality.

For categories worth 10 points, reviewers may score on a 1–10 scale using the same general criteria.

AITC AMBASSADOR SELECTION RUBRIC

Video Application (30 points)

Category	Points Available	Points Received	What Reviewers Look For
Enthusiasm & Personality	8		Genuine enthusiasm, positive attitude, energy, and ability to connect with the audience
Communication Skills	8		Clear speaking, organization, confidence, appropriate pace, and ability to communicate ideas effectively
Understanding of AITC	5		Demonstrates an understanding of AITC's mission and what an Ambassador does
Why They Would Be a Good Ambassador	5		Clearly explains their strengths, qualities, and potential contributions
Creativity & Authenticity	4		Shows individuality and personality; feels genuine rather than overly rehearsed
Total Score			

Video Scoring Guide

Excellent: Highly engaging, confident, authentic, and demonstrates strong communication and Ambassador potential.

Good: Clear and enthusiastic with good communication and a strong understanding of the opportunity.

Average: Adequate presentation but limited enthusiasm, detail, or confidence.

Needs Improvement: Difficult to follow, limited preparation, or does not clearly address the prompt.

FINAL SELECTION SCORE

Application Score	Video Score	Total Score

Selection Philosophy

The AITC Ambassador Program is looking for students who are not only interested in receiving a scholarship, but who are excited to learn, serve, lead, communicate, and become advocates for agriculture.

We are looking for students who will take advantage of the opportunities available to them and make the most of their experience.

More Participation. More Experience. More Scholarship.

Grow with AITC. Grow as a Leader. Grow the Future of Agriculture.

Applicants will be ranked based on their total selection score.

The Selection Committee may also consider:

- Availability to participate in program activities
- Previous AITC involvement
- Demonstrated commitment to agricultural education
- Professionalism
- Overall fit with the Ambassador Program
- Ability to represent AITC and Arizona Farm Bureau positively

Previous AITC participation does not guarantee selection; however, demonstrated engagement with AITC may be considered as an indicator of an applicant's commitment to the program and its mission.