

# AFCPE Insight to Impact Initiative

## Scoring Rubric

### Score structure

The goals, requirements, or preferred elements of the grant program form the evaluation *criteria*.

Explanations of the criterion and scoring terms are on the **Definitions and Descriptions** page.

The scoring structure is as follows:

<b>0</b> Criterion is not addressed	<b>1</b> Criterion is referred to but minimally addressed	<b>2 - 3</b> Criterion is somewhat addressed	<b>4 - 5</b> An exceptional response to the criterion
Criterion is not addressed	Project has a <b>minimal plan</b> for this criterion. The plan:  <b>Lacks breadth and depth</b> , &/or has  <b>Serious flaws</b> that would be difficult to resolve.	Project has a <b>clear action plan</b> for this criterion. It has some:  <b>Breadth</b> – addresses more than one* aspect of this criteria, and/or  <b>Depth</b> – focuses on one aspect of this criteria, with some depth.  * Most criteria have specific numbers	Project has a <b>clear, substantial action plan</b> for this criterion. It has exemplary:  <b>Breadth</b> –encompasses most or all aspects of this criteria, and/or  <b>Depth</b> – focuses on one or more aspects of this criteria, in exemplary ways.

SUMMARY RUBRIC Criteria:	0 Criteria not addressed	1 Minimally addressed	2 - 3 Criteria is somewhat addressed	4 - 5 An exceptional response to the criteria
<b>Collaboration between researcher and practitioner</b>	No collaboration: <i>Ineligible</i>	Minimal collaboration	<b>Clear collaboration</b> of researcher & practitioner: Includes <b>2 or more parts of the project</b> &/or Focuses on <b>one part with some depth</b>	<b>Clear, substantial collaboration</b> of researcher & practitioner Encompasses <b>most or all parts of the project</b> &/or Focuses on <b>one or more parts in exemplary ways</b>
<b>Connect Research &amp; Practice</b>	Criterion not addressed = 0	Minimal plan for criterion	<b>Clear action plan</b> to connect research & practice, expand understanding, implement evidenced practice: Covers <b>2 aspects</b> of this criterion &/or Focuses on <b>one aspect with some depth</b>	<b>Clear, substantial action plan</b> to connect research & practice, expand understanding, implement evidenced-based practice: Encompasses <b>most or all aspects</b> of this criteria &/or Focuses on <b>one or more aspects in exemplary ways</b>
<b>Models, Pilots, or Best Practices</b>	Criterion not addressed = 0	Minimal plan for criterion	<b>Clear action plan</b> for models, pilots, best practices: Covers <b>2 aspects</b> of this criterion &/or Focuses on <b>one aspect with some depth</b>	<b>Clear, substantial action plan</b> for models, pilots, best practices: Encompasses <b>most or all aspects</b> of this criteria &/or Focuses on <b>one or more aspects in exemplary ways</b>
<b>Access, Equity, Capacity</b>	Criterion not addressed = 0	Minimal plan for criterion	<b>Clear action plan</b> for access, equity, capacity: Covers <b>2 aspects</b> of this criterion &/or Focuses on <b>one aspect with some depth</b>	<b>Clear, substantial action plan</b> for access, equity, capacity: Encompasses <b>most or all aspects</b> of this criteria &/or Focuses on <b>one or more aspects in exemplary ways</b>
<b>Equity Screen</b>	Equity Screen questions not addressed: <i>Ineligible</i>	Minimal answers to Equity Screen	Answers <i>all four equity screen</i> questions <b>adequately</b> ; may also Answers one or more questions with <b>some depth</b>	Answers <i>all four equity screen</i> questions <b>very well</b> ; may also Answers one or more questions in <b>exemplary ways</b>
<b>Dissemination</b>	No plan to present results at Symposium: <i>Ineligible</i>	Minimal plan for criterion	<b>Clear action plan</b> for dissemination: Includes <b>2 forms</b> of dissemination (including Symposium) &/or Focuses on <b>one form with some depth</b> &/or Includes some dissemination w <b>AFCPE</b> (+ Symposium)	<b>Clear, substantial action plan</b> for dissemination: Includes <b>3 or more forms</b> of dissemination (inc Symp) &/or Focuses on <b>one or more forms in exemplary ways</b> &/or Includes exemplary dissemination with <b>AFCPE</b> (+ Symposium)
<b>Budget</b>	Outside budget range: <i>Ineligible</i>	Minimal plan for criterion	Addresses <b>many or most budget qualities</b> adequately, and any problem areas can be resolved	Addresses <b>most or all budget qualities very well</b> , without any significant problem areas
<b>Research Plan: Significance &amp; Design</b>	No research plan: <i>Ineligible</i>	Minimal plan for criterion	The research plan is <b>adequate</b> .	The research plan is <b>exemplary</b> .

<b>Core Competencies</b>	Criterion not addressed = 0	Minimal plan for criterion	<b>Clear action plan</b> for <i>core competencies</i> : Covers <b>2 core competencies</b> &/or Focuses on <b>one or more competencies in some depth</b>	<b>Clear, substantial action plan</b> for <i>core competencies</i> : Encompasses <b>3 or more core competencies</b> &/or Focuses on <b>one or more competencies in exemplary ways</b> &/or Includes one or more practitioners who are an <b>AFC®</b>
<b>Focal Populations</b>	Criterion not addressed = 0	Minimal plan for criterion	<b>Clear action plan</b> for <i>centering on focal populations</i> : Includes <b>2 focal groups</b> &/or Focuses on <b>one focal group with some depth</b>	<b>Clear, substantial action plan</b> for <i>centering on focal populations</i> : Encompasses <b>3 or more focal groups</b> &/or Focuses on <b>one or more focal groups in exemplary ways</b>
<b>Scalability, Sustainability</b>	Criteria not addressed = 0	Minimal plan for criteria	<b>Clear action plan</b> for <i>scalability:/sustainability</i> Includes <b>2 pathways</b> &/or Focuses on <b>one pathway with some depth</b>	<b>Clear, substantial action plan</b> for <i>scalability</i> : Includes <b>3 or more pathways</b> &/or Focuses on <b>one or more pathways in exemplary ways</b>

## Definitions and Descriptions

### Scoring Terms

#### **Clear**

Plans that are communicated well, cohesive, and can be feasibly completed within the project timeline and resources.

#### **Substantial**

Plans that are clear, and also comprehensive and well supported by evidence.

#### **Action plan**

Explanation of the significance, strategy, goals, methods to achieve goals, assessment of outcomes, roles/abilities and resources needed.

#### **Exemplary**

Excelling in impacts, innovation, efficacy, collaboration, and/or other qualities that further the grant program goals and AFCPE mission.

#### **Breadth**

The *scope* of plans for a criterion (how many aspects are addressed in the plan).

#### **Depth**

The *quality* of plans for a criterion.

## **Criteria - Goals**

### **Collaboration between researcher(s) and practitioner(s)**

Collaboration is an intentional, equitable partnership, working together to connect research and practice, to improve both. The proposal should clearly describe the collaborators, their relationship, role(s), exchanges of information/resources, coordinated contributions to the project.

**Researcher** A professional with research education and experience in financial counseling, education, and planning, and related fields. Academic credentials related to research are required.

**Practitioner** A professional with education and experience in financial counseling and/or education. Related certification and degrees are preferred, especially via AFCPE-associated programs including AFC® certification and REP institutions.

### **Connect research and practice**

Forming substantial, actionable connections between people, projects, and ideas within the profession, and with communities served.

**Expand understanding** of research among financial professionals, communities served, and/or the public. This may include explaining/defining ideas, concepts, problem statements, conclusions, and implications for practice.

**Implement actions** Evidence-based practices are services that are shaped by, and may contribute to, quality research.

### **Develop models, pilots and/or best practices**

**Models** are high quality, evidence-based projects that can serve as examples for others.

**Pilots** are small scale, preliminary test projects to evaluate feasibility, effectiveness, and other factors.

**Best practices** are supported by quality research, adhere to [Professional Standards](#) and [Standards of Practice](#), and may be shaped by experienced professionals and communities served.

## **Build access, equity, capacity**

The project may address factors that affect full, equal participation in the financial profession or services, by removing obstacles or creating opportunities/resources pertaining to:

**Access:** Addressing considerations related to disabilities, discrimination, resources, and/or other factors.

**Equity:** Addressing the needs of groups that are marginalized or underrepresented in financial research, counseling, and/or education.

**Capacity:** Increasing the research and/or practice capabilities of financial professionals and/or the financial capabilities of people in communities served.

## **Criteria - Requirements**

### **The AFCPE Equity Screen**

The Equity Screen was created by AFCPE's Diversity and Inclusion Task Force to encourage deliberate and well-planned decision making across all levels of the organization.

#### **The AFCPE Equity Screen questions are:**

- 1) What is the purpose?
- 2) Who is most impacted?
- 3) Do those impacted have a voice?
- 4) How does this help empower those we serve?

### **Dissemination**

Project results must be presented at the AFPCE Symposium, in person. Additional dissemination activities are encouraged:

*Examples include (other options count):*

Submitting a paper to a professional journal

Sharing project results/resources with other professionals

Producing resources, such as a course, toolkit, webpage, etc.

Mentoring, training

Social media campaigns, etc.

**Dissemination involving AFCPE is especially encouraged**, such as: submitting a paper to JFCP, doing a professional development program with AFCPE, sharing resources with REP institutions, etc. (In addition to Symposium)

## **Budget**

The budget should follow the *grant program budget guidelines* and be:

**Aligned** (with the project purpose and plans)

**Accurate** (no math errors or other errors)

**Explained** (budget narrative explains the line items)

**Equitable** (to all participants)

**Accountable** (organization has systems to manage budget/funds)

## **Research**

The research plan will should cover the elements in these two components (Significance and Design each receive a score):

**Research significance** including:

Clear communication of the purpose/goals of the research.

Significance to researchers, practitioners, communities served.

Access to resources needed for the research plan.

Supporting information, as applicable.

**Research design** includes

The methods are appropriate to the goals.

Data collection plan is sound.

Data analysis plan is sound.

The researchers are qualified to fulfill the research plan.

Allowable research methods include descriptive, developmental, case & field study, correlational, causal-comparative, true experimental, quasi-experimental, action research, and mixed methods.

## **Criteria – Preferred Elements**

**AFCPE Core Competencies are:**

- 1) Set the stage and gather client information.
- 2) Assist client in creating an action plan.
- 3) Develop financial statements, ratios, & spending plans.
- 4) Money management.
- 5) Manage credit and debt.
- 6) Educate a client about major acquisitions.
- 7) Manage financial risks.
- 8) Discuss investment basics with a client.
- 9) Educate a client about the financial aspects of retirement and estate planning.

**Focal populations for the grant program are:**

- 1) Nonprofit entities,
- 2) AFC® professionals, and/or
- 3) Communities served that are financially at-risk, marginalized or under-represented communities.

**Scalable/sustainable may include:**

- 1) Pilots/models that expand on knowledge/relationships generated during project,
- 2) Subsequent research/evaluation (e.g. longitudinal, replication),
- 3) Continued improved services in communities,
- 4) Ongoing sharing of knowledge gained, or resources created, (with professionals and/or communities),
- 5) Ongoing or expanded collaborative partnerships.

And/or

*Sustaining support* may include ongoing funding, staffing, partnerships.