

Design for Change USA – Rubric 2014

Scoring	1 pt	2 pts	3 pts	4 pts
Process Categories	<i>Novice change agents</i>	<i>Intermediate change agents</i>	<i>Advanced change agents</i>	<i>Master change agents</i>
<i>Feel</i>	Little to no empathy - no examination of challenges and how they affect community	Some empathy - identified a few challenges but assumed how they affect the community	Strong empathy - identified many challenges and did some exploration into how they affect the community	Profound empathy - identified a great number of challenges and deeply explored how community is affected
<i>Imagine</i>	Low creativity - challenge statement and reasoning are unclear/generic, only 1-2 solutions were brainstormed, and project selection lacks reasoning	Some creativity - challenge statement and reasoning are clear and somewhat unique, 3-5 solutions were brainstormed, and project selection and reasoning is mentioned but not substantial or detailed	Strong creativity - challenge statement and reasoning are clear and very unique, 5+ solutions were brainstormed, and project selection and reasoning is described with some detail	Profound creativity - challenge statement and reasoning are very clear and incredibly unique, 5+ solutions were brainstormed, and project selection and reasoning are strongly described with great detail
<i>Do</i>	Low action - project is uncoordinated with no action plan, and/or is not completed	Some action - project is somewhat coordinated with rough action plan, and is partially completed	Strong action - project is coordinated with a clear action plan, and is fully completed	Profound action - project is very well coordinated with detailed action plan, and is fully completed with clear leanings for future
<i>Share</i>	Low inspiration - project is not shared with any members of the community, only with DFC	Some inspiration - project is shared with at least one member/group of the community in one medium	Strong inspiration - project is shared with more than one member/group of community in one medium	Profound inspiration - project is shared with several groups in several different mediums

Scoring	<i>1 pt</i>	<i>2 pts</i>	<i>3 pts</i>	<i>4 pts</i>
Idea Categories	<i>Novice change agents</i>	<i>Intermediate change agents</i>	<i>Advanced change agents</i>	<i>Master change agents</i>
<i>Boldness of Idea - looking at existing problem with fresh perspective</i>	Commonly done in other places, but effective and helpful	Done in only a few other places	Not done before-but looks like common sense	Not done before-and Considered revolutionary
<i>Number of people affected</i>	No one			Immediate community and/or adjacent neighborhoods, and/or my city and/or my state
<i>Potential for long-lasting change</i>	None	Good	Great	Guaranteed
<i>How easy is it to replicate</i>	One time project	Can be done elsewhere with minor changes	Works everywhere without changes	Works everywhere without changes and will spread like through existing networks
<i>How green is the idea</i>	Negative impact on the environment			Neutral to positive impact on the environment