



GRANT OPPORTUNITY REVIEWER RUBRIC

The #CelebrateFirstGen grant aids recipients in reaching more first-generation college students and graduates; engaging more stakeholders; launching or scaling first-gen-specific initiatives; and providing additional services surrounding the First-Generation College Celebration (FGCC).

Volunteer reviewers will indicate whether they **strongly agree**; **agree**; **disagree**; or **strongly disagree** that the submission reflects the following eight elements:

1. STRATEGIC ALIGNMENT (20 POINTS)

The celebration aligns with and advances the host institution or organization's strategic plan.

2. COMMUNICATION STRATEGY (16 POINTS)

A detailed and intentional marketing plan leveraging existing institutional or organizational communications personnel and infrastructure supports the celebration.

3. SUBPOPULATION ENGAGEMENT (14 POINTS)

The celebration acknowledges key first-generation student subpopulations. The celebration engages stakeholders serving groups like student veterans, parenting students, and limited-income students in planning and execution.

4. INNOVATION (14 POINTS)

The celebration incorporates creative programmatic approaches, partnerships, and technologies. Innovative celebrations leverage unique cultural, regional, and/or institutional traditions to enhance efforts.

5. STAKEHOLDER ENGAGEMENT (14 POINTS)

The celebration fosters a culture of celebration by engaging senior leaders, faculty, staff, alumni, families, and community partners in professional development and celebratory programming.

6. CELEBRATORY MESSAGING (10 POINTS)

The celebration promotes an asset-based narrative that centers and amplifies first-generation college student and graduate voices.

7. DEMONSTRATED NEED (6 POINTS)

The proposal clearly articulates the need for additional funds to execute essential celebration components. Without an award, the institution or organization will impact significantly fewer first-generation college students.

8. BUDGET CONSTRUCTION (6 POINTS)

The proposal and associated budget clearly articulate the grant funds' purpose and anticipated use. Proposed expenditures support FGCC-related efforts.

Following the review period, FGF and COE staff will compile the feedback submitted, which will inform their selection of this year's #CelebrateFirstGen grant recipients.

We look forward to receiving all FGCC #CelebrateFirstGen grant applications—**particularly those from institutions that enroll a large proportion of first-gen students**, including:

- Community and Technical Colleges (CTCs);
- Historically Black Colleges and Universities (HBCUs);
- Tribal Colleges and Universities (TCUs); and
- Hispanic-serving Institutions (HSIs);