



RICE
REPS

2025 ARKANSAS RICE REPS PROGRAM RUBRIC

Below is the rubric that will serve as a guide to determine Rice Reps' scores throughout the program.

OVERALL REACH • 50 POSSIBLE POINTS

- Measure and quantify post engagements (likes, comments, shares)
- Posts must tag @arkansasrice/ @ricearkansas, and #RiceReps25
- Submit post tracking log similar to the one below

Number of points system:

1-7 posts = 0 points

8-16 posts = 5 points

17-24 posts = 10 points

25-32 posts = 15 points

33-40 posts = 20 points

45+ posts = 25 points

DATE	EVENT/POST	ATTENDEES/LIKES	COMMENTS	SHARES/RT
6/6/2024	Farm Tour	15	n/a	n/a
7/10/2024	Instagram Contest <small>(include link or screenshot of post)</small>	42	2	12

CREATIVITY & INITIATIVE • 25 POSSIBLE POINTS

EXPERIENCES ATTENDED • 25 POSSIBLE POINTS

- Minimum of 2 events attended • 10 points
does not include mandatory events Orientation Reception and Rice Reps Awards
- Each additional event attended • 5 points per event

While this rubric serves as a guide, Arkansas Rice may exercise its sole and absolute discretion in selecting scholarship recipients. Arkansas Rice reserves the right to make programmatic changes as needed, and will communicate with Rice Reps accordingly.

CONTACT INFORMATION

Becky Barnes Campbell
Becky@campbellward.com
501.912.7560

