

NCDA Conference Proposal Rubric

Updated August 13, 2026

Criterion	0	1	2	3	4
1. Goals and objectives are: a. clear, b. realistic and achievable within the scope of the presentation format and time, and c. successful attainment could be measured / observed. <i>Found in:</i> "Goals and Objectives"	Program goals and learning objectives are not provided. (e.g., content written in this section that is not a goal or learning objective)	Program goals and/or learning objectives are vague / lack clarity. It is difficult to evaluate how realistic, achievable, or measurable the program goals / learning objectives are.	Program goals and/or learning objectives are clear. Yet, the program goals / learning objectives are weak. They are NOT (2) realistic or achievable within the scope of the presentation format and time, NOR are they (3) measurable.	Program goals and/or learning objectives are clear. The program goals / learning outcomes are moderate. They are (2) realistic / achievable OR (3) measurable / observable – but not both.	Program goals and/or learning objectives are clear. The program goals / learning outcomes are strong. They meet all requirements, being (2) realistic and achievable within the scope of the presentation format and time, AND (3) measurable / observable.
2. Program description (abstract and program summary) illustrates methods for achieving goals and objectives. Includes, for example: a. Motivation for topic b. Introduction of goals / objectives c. Outline of activities d. Strategies for engaging participants e. Ways to check learning / comprehension f. Using a delivery format well-aligned with content <i>Found In:</i> "Program Description"	Program description lacks sufficient detail or depth. May be difficult to follow. Integrates two or fewer of the example methods for illustrating how goals and objectives can be achieved.	Fair program description, but there may be some writing errors (grammar, spelling, consistency). Program description integrates three of the example methods for illustrating how goals and objectives can be achieved.	Good program description. The writing is good, demonstrating care and thought. Program description integrates three of the example methods for illustrating how goals and objectives can be achieved.	Very good program description. Well written, generating interest in the topic. Program description integrates four of the example methods for illustrating how goals and objectives can be achieved.	Excellent program description. Very well written, generating enthusiasm for the topic. Program description integrates at least five of the example methods for illustrating how goals and objectives can be achieved

Criterion	0	1	2	3	4
3. Relevance to Conference Theme <i>Found in:</i> "Relevance to Conference Theme" <i>May also find evidence in:</i> "Goals and Objectives" "Program Description"	Submission does not connect to the conference theme in any identifiable way. May be that only the title uses connected words, but the connection is not discussed by the author(s).	The submission has minimal relevance to the conference theme . Connections are weak or not clearly articulated by the author(s).	The submission shows some relevance to the conference theme but is either not central to it or only loosely connected. Author(s) may state there is a connection but provide no explanation or support/evidence for how the presentation connects with the theme.	The submission is clearly related to the conference theme. Author(s) provides some statement of connection but provide minimal explanation or support/evidence for how the presentation connects with the theme.	The submission is fully aligned with the conference theme. Author(s) provides clear support / evidence and strong applications directly tied to the theme.
4. Content is grounded in evidence, theory, research, or practical experience. <i>Likely found in:</i> "Goals and Objectives" "Program Description" "Relevance to Conference Theme"	Evidence, theory, research, or practical experience that provides a foundation for this program content is not addressed in the proposal.	Evidence, theory, research, or practical experience that provides a foundation for this program content is mentioned by name only, but lacks connecting description , in the proposal.	Program content is faintly grounded in evidence, theory, research, or practical experience, with some mention of connections made in the proposal	Program content is clearly grounded in evidence, theory, research, or practical experience with consistent and appropriate connections made in the proposal.	Program content is thoroughly grounded in evidence, theory, research, or practical experience with comprehensive and robust connections made in the proposal.
5. Clear connections are made to practical applications in career development. <i>Likely found in:</i> "Goals and Objectives" "Program Description" "Relevance to Conference Theme"	The connections to practical career development applications are not stated .	The connections to practical career development applications are vague or unclear .	The connections to practical career development applications are clearly stated but coming from an unrelated field OR a poor fit for the proposal topic.	The connections to practical career development applications are clearly stated AND relevant to the proposal topic.	The connections to practical career development applications are clearly stated, relevant to the proposal topic, AND enhance the proposal's story.

Goals and objectives

- 4-Excellent
- 3-Good
- 2-Average
- 1-Poor
- 0-Unacceptable

Program description

- 4-Excellent
- 3-Good
- 2-Average
- 1-Poor
- 0-Unacceptable

Relevance to conference theme

- 4-Excellent
- 3-Good
- 2-Average
- 1-Poor
- 0-Unacceptable

Content is grounded in evidence, theory, research, or practical experience

- 4-Excellent
- 3-Good
- 2-Average
- 1-Poor
- 0-Unacceptable

Clear connections are made to practical applications in career development

- 4-Excellent
- 3-Good
- 2-Average
- 1-Poor
- 0-Unacceptable

What is the best fit conference focus area for this proposal? *(Select one. Choose the first option if the proposal fits the conference focus area that it was submitted to.)*

- ☐ The proposal is a good fit for the identified conference focus area
- ☐ K-12 Career Counselors and Specialists
- ☐ Counselor Educators and Researchers
- ☐ Higher Education Career Center Counselors and Specialists
- ☐ Career Counselors and Specialists in Business & Industry
- ☐ Career Counselors and Specialists in Government and Public Agencies
- ☐ Career Counselors and Specialists in Private Practice and Consulting
- ☐ Career Counselors and Specialists Working with Special Populations such as Military/Veterans, Corrections, Special Needs, etc.
- ☐ General Audience

Does this appear to be a vendor presentation?

- ☐ Yes
- ☐ No
- ☐ Unsure

What is your overall recommendation for this proposal?

- ☐ Accept as a presentation
- ☐ Accept as a roundtable
- ☐ Accept as a PDI
- ☐ Do not accept
- ☐ Send for secondary review to another focus area (as indicated in “best fit conference focus area” question above)

9. Notes regarding recommendation: *(open text response)*

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