

Purple Plow Challenge Judging Rubric

School:

Team:

Required:

_____ Completed Student Reflection Sheet

_____ Screenshot or link to student social media post/presentation #PurplePlow

	Unsatisfactory (1)	Beginning (2)	Developing (3)	Exemplary (4)	Score
Project-Challenge Alignment	Project does not address the challenge	Project showed some alignment with specific challenge	Project demonstrated alignment with challenge in multiple aspects	Project fully aligned with challenge	
	Criteria 1:	Construction of a food truck menu of three to five items based on a selected food truck theme.			Met/ Not Met
	Criteria 2:	Creation of a budget for all items needed for the menu.			Met/ Not Met
	Criteria 3:	Providing an analysis of the farm to food truck journey for all ingredients in one menu item.			Met/ Not Met
	Criteria 4:	Producing a marketing campaign that advertises the foods sourced in your food truck business.			Met/ Not Met
Effort & Craftsmanship	Challenge shows little to no effort and craftsmanship	Challenge shows minimal effort and craftsmanship	Challenge shows appropriate effort and craftsmanship	Challenge demonstrates exceptional effort and craftsmanship	
Reflection & Understanding	Student/team did not complete reflection sheet	Student/team fully completed reflection sheet with minimal effort and response	Student/team fully completed reflection sheet with proficient responses	Student/team fully completed reflection sheet with thoughtful and proficient responses	
Overall Student-Based Project	Project did not demonstrate student involvement and/or looked adult-completed	Project demonstrated minimal student involvement	Project demonstrated student involvement and student completion of tasks	Project demonstrated maximum safe student involvement and student completion of tasks	
Total score:					/16