



Program Year 2024-2025 Application Rubric

Child Nutrition Program sponsors may apply for the 10 Cents a Meal Program in NexSys. Application responses will be reviewed and scored by the MDE Farm to Program team using this rubric. Once all applications have been reviewed, applicants with the highest scores will have funding priority. While other parts of the application are required, only the questions listed on this page will affect your application score.

10 Cents a Meal Program applicants will be assessed on their ability to procure Michigan-grown products, prepare and menu Michigan-grown products, promote and market Michigan-grown products, and plan educational activities that achieve one or more of the following: promote healthy food activities; have clear educational objectives; involve parents or the community; connect to farm-to-school or farm-to-early-child-care procurement activities; and increase knowledge and consumption of Michigan-grown products.

Application Page	Question	Available Points
Program Information	Describe the activities you will use for marketing and promotion.	<p>3 POINTS AVAILABLE</p> <p>3 points will be awarded for exceptional responses that include at least two of the following:</p> <ul style="list-style-type: none"> • A description of how often marketing and promotion materials related to the Program and its goals will be presented to children and/or the community. Marketing and promotion activities will occur at least <u>monthly</u>. • Marketing and promotion across different media such as websites, social media, newsletters, bulletin boards, posters, etc. • A plan to reach multiple audiences such as children, parents, instructional staff, and other community members through marketing and promotion activities. • Incorporation of marketing and promotion in related programs such as agriculture education programs, culinary education programs, science and social studies classes, learning gardens, etc. <p>2 points will be awarded for satisfactory responses that include:</p> <ul style="list-style-type: none"> • A description of how often marketing and promotion materials related to the Program and its goals will be presented to children and/or the community. Marketing and promotion activities may occur <u>less often</u> than monthly. • Marketing and promotion in at least one medium such as a website, social media, newsletters, bulletin boards, posters, etc. <p>1 point will be awarded for minimal responses that list the types of promotion and marketing activities that will be offered with no further detail on content, frequency, etc.</p> <p>0 points will be awarded for responses that do not provide any detail on the content or types of marketing and promotion activities that will be offered.</p>

<p>Program Information</p>	<p>Describe the activities you will use for education.</p>	<p>3 POINTS AVAILABLE</p> <p>3 points will be awarded for exceptional responses that include at least two of the following:</p> <ul style="list-style-type: none"> • A description of how often educational materials related to the Program and its goals will be presented to children and/or the community. Educational activities will occur at least <u>monthly</u>. • Educational activities that include an interactive component such as a taste test, farm field trip, learning garden, etc. • Incorporation of educational activities in related programs such as agriculture education programs, culinary education programs, science and social studies classes, learning gardens, etc. • A plan to offer educational activities in multiple settings such as cafeterias, classrooms, learning gardens, gyms, farms, higher education institutions, etc. <p>2 points will be awarded for satisfactory responses that include:</p> <ul style="list-style-type: none"> • A description of how often educational materials related to the Program and its goals will be presented to children and/or the community. Educational activities may occur <u>less often</u> than monthly. • A description of at least one setting in which educational activities will take place such as cafeterias, classrooms, learning gardens, gyms, farms, higher education institutions, etc. <p>1 point will be awarded for minimal responses that list the types of educational activities that will be offered with no further detail on content, frequency, etc.</p> <p>0 points will be awarded for responses that do not provide any detail on the content or types of educational activities that will be offered.</p>
<p>Program Information</p>	<p>Check all the outcomes your planned promotion and education will meet.</p>	<p>3 POINTS AVAILABLE</p> <p>3 points will be awarded for 4 or more selections.</p> <p>2 points will be awarded for 3 selections.</p> <p>1 point will be awarded for 1 or 2 selections.</p>
<p>Program Information</p>	<p>Describe any community partners, partners within your school system or childcare network, or other resources that you</p>	<p>3 POINTS AVAILABLE</p> <p>3 points will be awarded for exceptional responses that include at least two of the following:</p> <ul style="list-style-type: none"> • Working with multiple specific partners or resources to support marketing and education activities related to the Program and its goals.

	<p>utilize or plan to call upon to assist you in marketing and education activities.</p>	<ul style="list-style-type: none"> • A description of how often partners will be involved in marketing and education activities. Involvement will occur <u>at least 4 times a year</u>. • Working with partners to access additional funding that will support marketing and education activities. • A description of how partnerships will help you expand the audience that receives marketing and education materials about the Program and its goals. This audience may include children, parents, instructional staff, and other community members. • A plan to use partners or resources to expand integration of marketing and education with other programs such as agriculture education programs, culinary education programs, science and social studies classes, learning gardens, etc. <p>2 points will be awarded for satisfactory responses that include:</p> <ul style="list-style-type: none"> • Working with at least one specific partner or resource to support marketing and education activities related to the Program and its goals. • A description of how often partners will be involved in marketing and education activities. Involvement may occur <u>1-3 times a year</u>. • A description of how partners or resources will support existing marketing and education activities, without necessarily expanding them. <p>1 point will be awarded for minimal responses that list specific partners or resources but do not provide details on how they will support marketing and education activities.</p> <p>0 points will be awarded for responses that do not name any specific partners or resources.</p>
<p>Program Information</p>	<p>Describe any community partners, partners within your school system or childcare network, or other resources that you utilize or plan to call upon to assist you in sourcing activities.</p>	<p>3 POINTS AVAILABLE</p> <p>3 points will be awarded for exceptional responses that include at least one of the following:</p> <ul style="list-style-type: none"> • A plan to work with multiple specific partners or resources that support sourcing activities related to the Program and its goals, beyond the resources and contacts provided by MDE to all grantees. For example, collaborating with other food service professionals in your area on ordering, deliveries, and/or food storage. • A description of how you will use program funding to pay for transportation and labor costs that will expand your sourcing network. • Working with suppliers that have a focus on Michigan-grown products such as farmers, farmers markets, and food hubs. <p>2 points will be awarded for satisfactory responses that include:</p>

		<ul style="list-style-type: none"> Using resources from the MDE Farm to Program team and MSU Center for Regional Food Systems to learn about other suppliers that can provide Michigan-grown products. <p>1 point will be awarded for minimal responses that list specific partners or resources but do not provide details on how they will support sourcing activities.</p> <p>0 points will be awarded for responses that do not name any specific partners or resources.</p>
Program Information	Describe how Michigan-grown fruits, vegetables, and dry beans will be identified to students.	<p>3 POINTS AVAILABLE</p> <p>3 points will be awarded for exceptional responses that include:</p> <ul style="list-style-type: none"> Information will be posted in the area where children are served or where they eat (i.e., on menus, posters, serving line labels, etc.) to indicate that a Michigan product was used in the meal, and it will state the specific ingredients that were local. Menus or other student-facing documents will identify the 10 Cents a Meal program in a statement such as “We are a 10 Cents a Meal grantee, and we buy Michigan-grown products.” <p>2 points will be awarded for satisfactory responses that include:</p> <ul style="list-style-type: none"> Information will be posted in the area where children are served or where they eat (i.e., on menus, posters, serving line labels, etc.) to indicate that a Michigan product was used in the meal, but it will not identify the specific ingredient that was local. Menus or other student-facing documents will identify the 10 Cents a Meal program in a statement such as “We are a 10 Cents a Meal grantee, and we buy Michigan-grown products.” <p>1 point will be awarded for minimal responses that include:</p> <ul style="list-style-type: none"> Menus or other student-facing documents will identify the 10 Cents a Meal program in a statement such as “We are a 10 Cents a Meal grantee, and we buy Michigan-grown products.” <p>0 points will be awarded for responses that do not provide any description of how Michigan-grown products will be identified to students.</p>
Program Information	Describe how you will use these collaborations to support your work.	<p>3 POINTS AVAILABLE</p> <p>3 points will be awarded for exceptional responses that explain how partnerships will support the Program and its goals, including expansion of promotion, education, and/or sourcing activities. Responses should demonstrate robust and regular engagement with partners <u>at least 4 times</u> during the program year. <u>Examples</u> include:</p>

		<ul style="list-style-type: none"> • Sharing sourcing and transportation resources with food service professionals outside of your organization to collaborate on ordering, deliveries, and/or food storage monthly. • Partnering with a local master gardener or another educator to establish or expand learning gardens where food is grown, and to offer monthly educational taste tests from the garden during the harvest season. • Bringing in a Food Corps Fellow to develop and lead weekly educational activities. <p>2 points will be awarded for satisfactory responses that explain how partnerships will support the Program and its goals, but may not expand existing promotion, education, and/or sourcing activities. Responses should demonstrate robust engagement with partners 1-3 times during the program year. <u>Examples</u> include:</p> <ul style="list-style-type: none"> • Accessing farmer profiles and other promotional materials developed by suppliers. • Contacting the MDE Farm to Program Analyst for purchase submission or application support before the end of the program year. <p>1 point will be awarded for minimal responses that explain how partnerships will support your ability to participate in the Program, but do not significantly affect promotion, education, and/or sourcing activities. Responses demonstrate limited engagement with partners throughout the program year. <u>Examples</u> include:</p> <ul style="list-style-type: none"> • Requesting your local purchase report from a supplier. <p>0 points will be awarded for responses that do not describe any specific benefits that collaborations will bring to the program.</p>
<p>5 POINTS will be awarded to applicants that did not participate in the grant during program year (PY) 2023-2024.</p> <p>5 POINTS will be awarded to applicants that participated in the grant during PY 2023-2024 <i>and</i> completed all three required surveys.</p> <p>0 POINTS will be awarded to applicants that participated in the grant during PY 2023-2024 and <i>did not</i> complete all three required surveys.</p>		
<p>4 BONUS POINTS will be awarded to applicants that submit their applications in NexSys <u>by August 30</u>.</p> <p>2 BONUS POINTS will be awarded to applicants that submit their applications in NexSys <u>by September 9</u>.</p> <p>The final deadline that we will accept application submissions in NexSys is <u>September 18</u>.</p>		

Contact the MDE Farm to Program team at MDE-FarmToProgram@michigan.gov if you have any questions.