

- be realistic and relevant in terms of the student's stated interests, talents, and skills;
- represent a clear and consistent set of values;
- be well-written in terms of organization, grammar, spelling, and word usage;
- reflect unusual insight and/or foresight;
- be clearly stated, reflecting an achievement orientation as opposed to a wish list or dream state; and
- be specific, achievable, and the result of the person's actions, not luck or good fortune.

III. Letters of Recommendation (*maximum = 18 points*)

Instructions to applicants were to include three (3) letters of recommendation, one from each of the following categories: (1) teacher, (2) counselor or principal, (3) community member, or family friend who is not affiliated with your school district.

Each letter of recommendation is evaluated separately and is eligible to receive up to six (6) points. The scorer should consider the following criteria:

- the extent to which the writer provides specific examples of the student's attributes;
- the depth and breadth of the qualities being described;
- evidence of unusual or remarkably distinctive qualities or attributes;
- clarity of relationship;
- the extent to which the writer knows the applicant well enough to make the claims being made; and
- whether the letter was written specifically to address the criteria of the Kohl Scholarship or is a generic letter or recommendation.

IV. Overall Quality of Application (*maximum = 5 points*)

On a scale of 1-5, rate the overall quality of the applicant's "package," with 5 being of the highest quality. Consider the extent to which the total "picture" of the student matches the purpose and defining criteria of the Kohl Excellence Scholarship Program: leadership, citizenship, service, entrepreneurialism, improvement, and probable success in postsecondary education. This section is also an opportunity to evaluate the degree to which the nominee has followed the application criteria. Additionally, the application must be typed.