



RURAL VETERINARIAN INCENTIVE PROGRAM 2025 APPLICATION SCORING RUBRIC

Max Points		Max Points	Description
800	Personal Statement	600 200	Content Mechanics (grammar, spelling, etc.)
500	Curriculum Vitae	400 100	Content Mechanics (grammar, spelling, etc.)
500	Community need & business plan	400 100	Content Mechanics (grammar, spelling, etc.)
250	#1 Letter of Recommendation	250	
250	#2 Letter of Recommendation	250	
100	Financial need	100	
TOTAL		TOTAL	
2,400		2,400	



800 POINTS – PERSONAL STATEMENT

Content

600 Outstanding	• Demonstrates excitement and passion for rural practice. • Details robust relevant experience and activities. • Reflects strong work ethic and shows goals and experience align with rural practice. • Thoughtfully describes how RVIP can help applicant meet needs of rural community. • Provides relevant information in a clear, concise and engaging manner.
400 Strong	• Demonstrates excitement for rural practice. • Details some relevant experience and activities. • Reflects goals and experience align with rural practice. • Addresses how RVIP can help applicant meet needs of rural community. • Provides relevant information in clear and relatively concise manner.
200 Good	• Demonstrates a generalized interest for rural practice. • Describes limited relevant experience and activities. • Goals and experience do not fully align with rural practice. • Vaguely addresses how RVIP can help applicant meet needs of rural community. • Provides relevant information.
100 So-so	• Shares no relevant experience or activities. • Unclear about how goals and experience align with rural practice. • Demonstrates no clear idea about how RVIP can help applicant meet needs of rural community. • Provides some relevant information.
50 Poor	• Unable to assess the applicant's interest and/or commitment to practicing veterinary medicine in a rural community. • Does not address applicant's background or experience. • Unclear narrative. • Does not provide sufficient relevant information.

Mechanics

200	Perfect
100	Minor errors
50	Many errors



500 POINTS – CURRICULUM VITAE

Content

400 Outstanding	• Academic experiences far exceed basic graduation requirements. • Professional experiences far exceed typical skill. • Participation in multiple academic and/or professional activities, clubs, and organizations. • Held leadership roles in activities, programs, or organizations. • Demonstrates meaningful commitment to rural practice. • Clear and concisely describes involvement.
300 Strong	• Academic experiences moderately exceed basic graduation requirements. • Professional experiences moderately exceed typical skill. • Demonstrates balanced participation in academic and/or professional activities, clubs, and organizations. • Held a leadership role in at least one activity. • Demonstrates commitment to rural practice. • Clear and relatively concise description of involvement.
200 Good	• Academic experiences slightly exceed graduation requirements. • Professional experiences slightly exceed typical skill. • Demonstrates minimal participation in academic and/or professional activities, clubs, and organizations. • Demonstrates some commitment to rural practice.
100 So-so	• Academic experiences meet basic graduation requirements. • Professional experiences meet typical skill. • No participation in academic, and/or professional activities, clubs, and organizations. • No demonstrated commitment to rural practice.
50 Poor	• Academic experiences demonstrate difficulty meeting basic graduation requirements. • Professional experiences reflect difficulty meeting typical skill. • Shares no relevant experience or activities. • Unable to assess the applicant's commitment to rural practice.

Mechanics

100	Perfect
50	Minor errors
25	Many errors



500 POINTS – COMMUNITY NEED & BUSINESS PLAN

Content

400 Outstanding	• Identifies the community to be served and the existing need for veterinary services with specificity and support. • Provides comprehensive and organized information on how applicant will address the identified needs. • Explains clearly and concisely organizational structure of practice. • Demonstrates a thoughtful and complete plan for establishing or joining a rural veterinary practice. • Includes well-researched costs, revenues, and projected growth.
300 Strong	• Identifies the community to be served and the existing need for veterinary services with specificity. • Provides detailed and organized information on how applicant will address the identified needs. • Explains clearly and relatively concisely organizational structure. • Demonstrates a thoughtful plan for establishing or joining a rural veterinary practice. • Includes realistic projected costs and revenues, and growth.
200 Good	• Identifies the community to be served and the existing need for veterinary services. • Provides somewhat organized information on how applicant will address the identified needs. • Explains the organizational structure of practice. • Demonstrates a plan for establishing or joining a rural clinic. • Includes projected costs, revenues, and growth.
100 So-so	• Vaguely identifies community to be served and the existing need for veterinary services. • Provides information on how to address identified needs. • Demonstrates a general plan for establishing or joining a rural veterinary practice.
50 Poor	• Difficulty in identifying community need. • Provides little information on how applicant will address need. • Fails to explain organizational structure or general practice plan for establishing or joining a rural veterinary clinic.

Mechanics

100	Perfect
50	Minor errors
25	Many errors



250 POINTS – LETTER OF RECOMMENDATION

****Two Letters of Recommendation are required. Each Letter will be scored out of 250 points, for a total of 500 points.****

250 Outstanding	• Demonstrates enthusiastic, in-depth knowledge of applicant. • Observes excellence in commitment, performance, and interest in serving rural communities. • Very highly recommends.
200 Strong	• Demonstrates in-depth knowledge of applicant. • Observes strong commitment, performance, and interest in serving rural communities. • Highly recommends applicant.
150 Good	• Demonstrates some knowledge of the applicant. • Verifies applicant's experience and background. • Recommends applicant for RVIP.
100 Weak	• Provides little information or unenthusiastic responses. • Unable to verify applicant's experience and background. • Provides a perfunctory recommendation only.
50 Not Supportive	• The recommendation does not support the applicant.



100 POINTS – FINANCIAL NEED

100	• Outstanding loan amount significantly exceeds at least half the cost of tuition and fees for at least one academic year. • Demonstrated urgent need for loan assistance through RVIP.
50	• Outstanding loan amount exceeds at least half the cost of tuition and fees for at least one academic year. • Demonstrated need for loan assistance through RVIP.
25	• Outstanding loan amount equals at least half the cost of tuition and fees for at least one academic year. • No demonstrated need for loan assistance through RVIP.