



2025 Future Leadership Program Rubric

	4-5 points	2-3 points	1 point
<p>Resume: Personal & Professional Development (10%)</p> <p>Examples</p> <ul style="list-style-type: none"> Broad/varied list of skills and experiences Professional certifications Industry event attendance - in-person, virtual Employee resource or affinity group participation Professional acknowledgments or awards Membership in professional societies or associations 	<ul style="list-style-type: none"> Many relevant examples of personal and professional development Participates in a significant number of industry and/or association events, ERG groups, initiatives, etc. List of skills, certifications and advanced education that demonstrates strong desire for self-improvement 	<ul style="list-style-type: none"> Some relevant examples of personal and professional development Some participation in industry/association events, ERG groups, initiatives, etc. List of skills, certifications and advanced education that demonstrates some desire for self-improvement 	<ul style="list-style-type: none"> Minimal or no examples of personal and professional development Little or no participation in industry/association events, ERG groups, initiatives, etc. Desire for self-improvement is unclear based on list of skills, certifications and advanced education
<p>Resume: Leadership Experience (10%)</p> <p>Examples</p> <ul style="list-style-type: none"> Community organizing Career advancement Committee, board or foundation participation Professional management experience Volunteerism (community, school, sports, religious, non-profit) 	<ul style="list-style-type: none"> Several relevant examples of leadership experience Professional career history shows consistent advancement in role and responsibilities Obvious desire to be involved with their personal and professional communities 	<ul style="list-style-type: none"> Some relevant examples of leadership experience Professional career history shows some advancement in role and responsibilities Some examples of involvement in personal and professional communities 	<ul style="list-style-type: none"> Few relevant examples of leadership experience Professional career history shows inconsistent progression in role and responsibilities Minimal or no examples of involvement in personal and professional communities
<p>Short Response One (25%) (150-200 words)</p> <p>“Tell us about your reasons for applying to be an NCA Future Leader. Please be specific in your response.”</p>	<ul style="list-style-type: none"> Excellent structure and organization of ideas Cites many supporting examples Reasons for applying are a good balance of applicant’s professional goals and a desire to get involved/contribute to the industry Professional tone and language Essay is written at a high level and the candidate presents a coherent argument for why they want to be involved in FLP 	<ul style="list-style-type: none"> Average structure and organization of ideas Reasons for applying are generally understood with few examples and supporting statements Exhibits some balance between applicant’s professional goals and a desire to get involved/contribute to the industry A mixture of professional and casual tone and language Essay provides good but not comprehensive reasoning for why the candidate wants to be a part of the FLP program 	<ul style="list-style-type: none"> Poor structure and organization of ideas Reasons for applying are minimal or unclear and focus primarily on the applicant’s professional goals Mostly casual tone and language Essay is poorly written and does not convey coherent reasoning for why the candidate wants to be involved in the FLP program
<p>Short Response Two (25%) (150-200 words)</p> <p>“What will the confectionery industry look like in five (5) years? What will you do to contribute to that vision?”</p>	<ul style="list-style-type: none"> Excellent structure and organization of ideas Candidate’s vision and their role is clear and supported by examples Demonstrates a broad understanding of the industry and its current opportunities and challenges Professional tone and language Essay is written at a high level and the candidate presents a coherent argument for their vision and contributions 	<ul style="list-style-type: none"> Average structure and organization of ideas Candidate’s vision and their role is generally clear Demonstrates some understanding of the industry and its current opportunities and challenges A mixture of professional and casual tone and language Essay provides good but not comprehensive reasoning for the candidate’s vision and contributions 	<ul style="list-style-type: none"> Poor structure and organization of ideas Candidate’s vision and their role is unclear Demonstrates little understanding of the industry and its current opportunities and challenges Mostly casual tone and language Essay is poorly written and does not convey coherent reasoning for the candidate’s vision and contributions
<p>Organization, Format, Spelling & Grammar (5%)</p>	<ul style="list-style-type: none"> Minimal or no spelling/grammar mistakes Well organized with consistent formatting throughout Includes all required elements indicated in the application instructions 	<ul style="list-style-type: none"> Few spelling/grammar mistakes Generally organized and consistent formatting throughout Includes most of the required elements indicated in the application instructions 	<ul style="list-style-type: none"> Many spelling/grammar mistakes Poorly organized, lacking consistency Missing many elements required in the application instructions
<p>Letter of Recommendation One (15%)</p> <p>“A professional letter that speaks to your career accomplishments thus far and comes from someone within the confectionery industry.”</p>	<ul style="list-style-type: none"> Demonstrates close familiarity with the candidate Provides clear and specific examples of the candidate’s leadership or desire for professional development Effusive praise of the candidate; no negative comments No hesitancy related to the candidate’s readiness for a leadership role 	<ul style="list-style-type: none"> Demonstrates general familiarity with the candidate Provides some examples of the candidate’s leadership or desire for professional development Some praise of the candidate Expresses some hesitancy related to the candidate’s readiness for a leadership role 	<ul style="list-style-type: none"> Demonstrates little familiarity with the candidate Provides no examples of the candidate’s leadership or desire for professional development Few positive comments about the candidate Expresses obvious hesitancy about the candidate’s readiness for a leadership role
<p>Letter of Recommendation Two (10%)</p> <p>“A letter that speaks to your character and can come from someone within or outside of the confectionery industry.”</p>	<ul style="list-style-type: none"> Demonstrates close familiarity with the candidate Provides clear and compelling examples that demonstrate the candidate’s high character or desire for personal development Effusive praise of the candidate; no negative comments 	<ul style="list-style-type: none"> Demonstrates general familiarity with the candidate Provides satisfactory examples that demonstrate the candidate’s high character or desire for personal development Some praise of the candidate Expresses some hesitancy related to the candidate’s readiness for a leadership role 	<ul style="list-style-type: none"> Demonstrates little familiarity with the candidate Provides few or no examples that demonstrate the candidate’s character or desire for personal development Few positive comments about the candidate Expresses obvious hesitancy about the candidate’s readiness for a leadership role