

2019 Gift of Coaching Award – Scoring Rubric

This rubric will guide the scoring work of the 2019 Gift of Coaching panel of judges. If judges are scoring an application in the Single Initiative category, they will follow this rubric and enter the corresponding scores into the online scoring platform. If they are scoring an application in the Portfolio category, they will follow this rubric for each initiative listed and enter the average score for each of the criteria (mission/vision, governance, and outcomes and learning) into the online scoring platform.

| Mission/Vision | | | | |
|--|---|--|---|---|
| 5 | 4 | 3 | 2 | 1 |
| <ul style="list-style-type: none"> • The application package demonstrates perfect or nearly perfect alignment between the coaching initiative and the nonprofit partner's mission, vision and core values. • The application package provides a clear, detailed demonstration of how the coaching initiative maps onto the nonprofit partner's goals and objectives. • The nonprofit partner provides clear, detailed examples of how pro bono coaching has addressed the organization's mission. | <ul style="list-style-type: none"> • The application package demonstrates a high degree of alignment between the coaching initiative and the nonprofit partner's mission, vision and core values. • The application package illustrates how the coaching initiative maps onto the nonprofit partner's goals and objectives, though specific details may be lacking. • The nonprofit partner provides examples of how pro bono coaching has addressed the organization's mission, but details may be lacking. | <ul style="list-style-type: none"> • The application package demonstrates a moderate degree of alignment between the coaching initiative and the nonprofit partner's mission, vision and core values. • The application package indicates that the coaching initiative maps onto the nonprofit partner's goals and objectives, but evidence is lacking. • The nonprofit partner indicates that pro bono coaching has addressed the organization's mission but doesn't provide substantial evidence. | <ul style="list-style-type: none"> • The application package demonstrates limited alignment between the coaching initiative and the nonprofit partner's mission, vision and core values. • The application package demonstrates limited mapping of the coaching initiative onto the nonprofit partner's goals and objectives. • The nonprofit partner provides no evidence of how coaching has addressed the organization's mission. | <ul style="list-style-type: none"> • The coaching initiative does not align with the nonprofit partner's mission, vision and core values. • The initiative does not map onto the partner's goals and objectives. • The nonprofit contact indicates that coaching did not address the organization's mission. |

| Governance | | | | |
|--|--|---|---|---|
| 5 | 4 | 3 | 2 | 1 |
| <ul style="list-style-type: none"> • The application package illustrates in great detail how oversight is provided to ensure professional and ethical practice that sustains alignment with the nonprofit partner's mission. • The application package illustrates in great detail the systems that are in place to manage the coaching initiative and evaluate the success of the coaching initiative. • The application package clearly illustrates that there are stringent guidelines in place for which coaches may participate and a clear process for matching coaches and recipients of coaching. • The application package clearly illustrates that there is robust education in place for coaching recipients re: the ICF definition of coaching and what to expect from the coaching process. | <ul style="list-style-type: none"> • The application package illustrates in some detail how oversight is provided to ensure professional and ethical practice that sustains alignment with the nonprofit partner's mission. • The application package illustrates in some detail the systems that are in place to manage the coaching initiative and evaluate the success of the coaching initiative. • The application package indicates that there are stringent guidelines in place for which coaches may participate and a clear process for matching coaches and recipients of coaching. • The application package indicates that there is robust education in place for coaching recipients re: the ICF definition of coaching and what to expect from the coaching process. | <ul style="list-style-type: none"> • The application package indicates that sufficient oversight is provided to ensure professional and ethical practice that sustains alignment with the nonprofit partner's mission. • The application package indicates that systems are in place to manage the coaching initiative and evaluate the success of the coaching initiative; however, these systems are incoherent or unclear. • The application package indicates that there are guidelines in place for which coaches may participate and a process for matching coaches and recipients of coaching; however, the extent of the guidelines and the process is unclear. • The application package indicates that there is education in place for coaching recipients re: the ICF definition of coaching and what to expect from the coaching process; however, the scope of the education is unclear. | <ul style="list-style-type: none"> • The application package suggests that there is insufficient oversight to ensure professional and ethical practice. • The application package indicates that there are inadequate systems in place to manage and evaluate the coaching initiative. • The application package shows that there are inadequate guidelines in place for coach selection and matching. • The application package shows that there is insufficient education in place for recipients of coaching re: the ICF definition of coaching and what to expect from the process. | <ul style="list-style-type: none"> • The application package shows that there is no oversight to ensure professional and ethical practice. • The application package shows no systems in place for managing and evaluating the coaching initiative. • The application package shows no guidelines in place for selection and matching. • The application package shows no education in place for coaching recipients re: the ICF definition of coaching and what to expect from the coaching process. |

Outcomes and Learning

Please note that the Outcomes and Learning score will be more heavily weighted than Mission/Vision or Governance. Judges' scores in this area will be multiplied by 2 prior to the final calculation of scores.

| 5 | 4 | 3 | 2 | 1 |
|---|---|---|--|--|
| <ul style="list-style-type: none"> • The application package provides clear, specific examples showing that coaching motivated profound positive transformations for individual coaching clients. • The application package provides clear, specific examples showing that coaching motivated profound positive transformations for the nonprofit partner organization. • The application package includes diverse forms of quantitative and qualitative data that clearly demonstrates the positive value, influence and effectiveness of coaching. • As a result of the coaching initiative, it is very likely that the nonprofit organization will make a financial investment in professional coaching within the next two years. | <ul style="list-style-type: none"> • The application package provides clear, specific examples showing that coaching motivated significant positive transformations for individual coaching clients. • The application package provides clear, specific examples showing that coaching motivated significant positive transformations for the nonprofit partner organization. • The application package includes limited forms of quantitative and qualitative data that points to the value, influence and effectiveness of coaching. • As a result of the coaching initiative, it is very likely that the nonprofit organization will make a financial investment in professional coaching within the next two years. | <ul style="list-style-type: none"> • The application package provides examples showing that coaching motivated significant positive transformations for individual coaching clients, but details are limited. • The application package provides examples showing that coaching motivated significant positive transformations for the nonprofit organization, but details are limited. • The application package uses quantitative or qualitative data (but not both) to show the value, influence and effectiveness of coaching. • As a result of the coaching initiative, it is somewhat likely that the nonprofit organization will make a financial investment in professional coaching within the next two years. | <ul style="list-style-type: none"> • The application package focuses more on outcomes and learning for coaches than for clients. • The application package focuses more on outcomes and learning for the Chapter than for the nonprofit partner. • The application package indicates that coaching motivated significant positive transformations for the nonprofit organization, but details are limited. • The application package indicates that coaching was valuable, influential and effective, but provides no data to illustrate this. • As a result of the coaching initiative, it is somewhat likely that the nonprofit organization will make a financial investment in professional coaching within the next two years. | <ul style="list-style-type: none"> • The application package focuses exclusively on outcomes and learning for individual coaches and/or the Chapter. • The application package does not indicate that coaching motivated significant positive transformations for the nonprofit partner. • The application package does not indicate that coaching was valuable, influential and effective. • As a result of the coaching initiative, it is not likely that the nonprofit organization will make a financial investment in coaching within the next two years. |