Mayor Alvin Brown Essay Contest

Mayor Alvin Brown’s Essay Contest is being held in support of Duval County Public Schools’ Jacksonville Goes to College Week. Students are encouraged to participate in the Mayor Alvin Brown Essay Contest. Mayor Brown is proud to offer this competition as an incentive for all students to practice their writing skills and raise the bar for educational excellence in Jacksonville.

There will be three (3) winners from each of the following categories: High School (9-12), Middle School (6-8), and Elementary (K-5). First place essays will receive an IPad 2 16GB. Second place essays will receive an IPad Mini 16 GB. Third place essays will receive a $100.00 gift card.

*The City of Jacksonville will have a non-exclusive, transferable license to use and publish the essay.  The City will also have the right to identify the student author by name and photo in any press release or any publication of the essay.*

The Mayor Alvin Brown Essay Contest will have the following judging criteria:

* **Essay Title: Education is …**
* The theme seeks to “explain what education means to you or tell us in your own words what you believe education is and how it will help you reach your dreams and goals.”
* Title page must include: essay title, student’s name, grade, school, and the name of the contact teacher
* Essay is to be 4-5 pages in length, double-spaced, Arial 12 point font, 1,000 – 1,500 words (High School and Middle School), Elementary School essays are to be 1-2 pages in length and 250-500 words
* Essay contest begins September 20 and ends midnight, October 12, 2013

ESSAY RUBRIC

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| **SCORE** | **DESCRIPTION** | **COMPLETION OF TASK** | **TOPIC DEVELOPMENT, CONTENT** | **LANGUAGE USE, ACURACY** |
| **3** | EXCELLENT | Essay clearly relates to title. Essay follows all of the guidelines above. | Essay details specific outcomes and steps to achieve planned results. Essay is meaningful and inspiring. | Essay has been edited for grammar, punctuation, and spelling. No errors. |
| **2** | GOOD | Essay relates to title. Essay follows the guidelines above. | Essay refers to outcomes, but clear plan to achieve the outcomes is not developed. | Essay has been edited for grammar, punctuation, and spelling. Few errors. |
| **1** | POOR | Essay speaks very poorly to title. Essay does not meet the judging criteria. | Essay does not give outcomes or plan to achieve outcomes. | Major errors are found throughout. |
| **0** | UNSATISFACTORY | Essay is not reflective of title. Essay does not meet the judging criteria. | Essay strays from the topic. Content is shallow and meaningless. | Errors make reading the essay difficult. |

Essays are to be submitted electronically to [mayorbrownessaycontest@coj.net](mailto:mayorbrownessaycontest@coj.net). Essays can be faxed to (904) 630-2910, Attention: Cedric Cruse. Essays can be mailed to:

Cedric Cruse

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