EVENT AND PROJECT FUNDING RUBRIC

	Minimal	Midrange	Maximum
INTRODUCTION AND DESCRIPTION	No / inadequate rationale for connection to Sesquicentennial; limited / no connection to themes of Sesquicentennial, no defined scope for project	Limited rationale that does not fully connect to Sesquicentennial; connection to themes is uncertain and / or not compelling; scope is lacking in exploration and definition	Strong rationale for project connection to Sesquicentennial; strong and compelling connection to Sesquicentennial themes; defined scope for project
OBJECTIVES AND BENEFITS	Goals and objectives not included; objectives included but lack explanation of how they will be achieved; no clear information regarding the benefits of project	Goals and objectives are incomplete; limited explanation of how objectives will be achieved; scope of benefits is limited; major benefits identified, but lacking wider analysis	Goals and objectives are thoroughly described; clear and practical explanation of how objectives will be achieved; detailed information regarding project benefits
OUTCOMES	Outcomes not described; limited / no constituencies addressed that would benefit from project	Outcomes described, but lack detail; incomplete consideration of outcomes and constituencies	Outcomes are thoroughly described; constituencies that benefit from outcomes described
APPLICATION OF EXISTING RESOURCES	Fails to describe how existing resources will be applied or leveraged for the project; lacks existing resources to support the project	Incomplete description of how resources could be leveraged; limited application and/or knowledge of institutional resources that serve similar roles	Clear and detailed description of how existing department and institutional resources and expertise will be applied
VISIBILITY AND IMPACT	Limited or lacking in description of how project creates visibility for campus and Sesquicentennial; Constituencies not factored into impact of project	Inconsistent and incomplete description of project's visibility and impact; incomplete constituencies; lack of understanding in constituency impact	Compelling description of how project enhances institutional visibility for various constituencies and celebrates the Sesquicentennial
TIMELINE	No timeline or timetable provided; unable to determine feasibility through documentation provided	Partial timeline described; feasibility of project within timeline uncertain	Clear and feasible timeline given scope and resources of project
BUDGET	No budget is documented	Budget provided is unclear or leaves components of project undocumented; Budget provided is not practical under scope and resources required	Clear and practical budget documented
EVALUATION	No documentation or attempted explanation of how project success will be measured	Measurement and evaluation proposed is incomplete or inappropriate for project	Explanation of how objectives, benefits, and outcomes will be measured