

Evaluation Rubric

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Alumni Association (AA) Objectives 30%	Substantially meets at least three of the four AA objectives	Substantially meets at least two of the four AA objectives	Substantially meets one of the four AA objectives	Little alignment with the AA objectives
How many stakeholders (alumni, students or community members) will benefit? 20%	Engages all or majority of campus. Is accessible to tall stakeholders and has diverse involvement opportunities.	Accessible to a large audience and offers many opportunities to be engaged	Limited intended target audience	Little engagement and inaccessible to the majority of stakeholders
Quality of Engagement? 20%	Strong and positive impact and benefit to campus community.	Clearly provides some impact of benefit to campus community.	Ambiguous impact or benefit to campus community	Little to no impact or benefit to campus community
Financial 15%	Evidence that much consideration has gone into financial planning. Budget is reasonable and accurate. Alternate funding secured.	Demonstrated good financial planning and proposes an adequate budget. Alternate funding sought out.	Demonstrate little financial planning and budget detail lack clarity	Incomplete or unrealistic budget, little financial planning. No effort to secure other sources of funding.
Quality of the Application 15%	Application is informative and comprehensive. Plans are detailed and well developed. Post event form is complete.	Clear and descriptive. Well thought out but much of the planning has yet to be finalized.	Application is complete but only provides general information. Little planning completed.	Vague, difficult to understand and/or contains incomplete sections. Little to no planning completed.