

PROPOSAL EVALUATION RUBRIC

	0 - Unacceptable	1 - Weak	2 - Acceptable	3 - Good	4 – Excellent
Detail & Organization:	Not well written and/or lacks detail, organization, or focus in ways that suggest the presentation will be poor.	Unevenly written and/or lacks detail, organization, or focus in ways that suggest the presentation might be weak.	Adequately written, with sufficient detail, organization, and focus to suggest a presentation of moderate quality.	Well written and organized, with a mostly clear and detailed description, suggesting an in-depth presentation.	Extremely well written and organized, with a clear and detailed description that suggests a high-quality presentation.
Evidence of Expertise:	Not at all supported by relevant theory, research, best practices, or assessment data.	Slightly supported by one or more vague references to relevant theory, research, best practices, and/or assessment data.	Moderately supported by at least one brief description of relevant theory, research, best practices, and/or assessment data.	Well supported by two or more clear references and brief descriptions of relevant theory, research, best practices, and/or assessment data.	Extremely well supported by multiple, thorough descriptions of relevant theory, research, best practices, and/or assessment data.
Significance:	Does not seem relevant to the transfer field.	The connection to the transfer field is a stretch.	Focuses on a well-known issue in the transfer field.	Tackles a fundamental issue in the transfer field.	Targets a critical issue in the transfer field.
Applicability:	No potential for session material to be applied to other areas/ institutions.	Very limited potential for session material to be applicable to other areas/ institutions.	Basic potential for session material to be applied other areas/ institutions.	Well-defined potential for session material to be applied to other areas/ institutions.	Extremely strong and compelling potential for session material to be applied to other areas/ institutions.
Engagement Strategies:	Does not utilize engagement strategies and may result in a boring session.	Just one common engagement strategy that may produce a weak session.	Limited/ repeated engagement strategies but should produce an acceptable session.	Some creative engagement strategies and should produce an interesting session.	Multiple/ varied engagement strategies and will undoubtedly produce an engaging session.
Learning Goals:	No clear connection to everyday work and are thus unusable for the average session attendee.	Vague/ trivial takeaways or recommendations that might help the average session attendee.	Straightforward/ minimal takeaways or recommendations that will probably help many session attendees.	Specific/ timely takeaways or recommendations that will almost certainly help the majority of session attendees.	Concrete/ highly valuable takeaways or recommendations that will definitely help all session attendees.