

Criteria	Exemplary (4 pts)	Proficient (3 pts)	Developing (2 pts)	Needs Improvement (1 pt)
Purpose, Innovation & Alignment	Purpose is clear, highly innovative, and directly aligns with institutional assessment priorities, accreditation needs, and strategic themes.	Purpose is clear, moderately innovative, and aligns with one or more institutional priorities or themes.	Purpose is somewhat clear, slightly innovative, with partial alignment to priorities or themes.	Purpose is unclear, lacks innovation, and shows minimal or no alignment.
Methodology, Feasibility & Implementation	Detailed, feasible, well-structured plan ready for immediate implementation.	Clear methodology and feasible plan with minor preparations needed.	Some details missing, feasibility questionable, moderate preparation required.	Poorly described, lacks feasibility, major delays likely.
Scope & Student-Centric Impact	Institution-wide or large-scale impact; directly and significantly enhances measurable student learning outcomes.	Impacts multiple departments or a significant number of students; good impact on student learning (direct or indirect).	Moderate impact, primarily within one department; some student benefits not clearly measurable.	Limited impact, minimal or unclear student benefits.
Assessment & Evaluation Plan	Strong plan for evaluating effectiveness with clear measures tied to outcomes.	Basic evaluation plan with measurable components.	Weak evaluation plan with vague measures.	No clear evaluation approach.
Budget Justification & Use	Clear, reasonable, and well-justified budget supporting direct assessment and dissemination; minimal unrelated expenses.	Mostly supports assessment activities and dissemination; small amounts for indirect costs.	Budget lacks detail, includes significant non-assessment expenses.	Unclear, unreasonable, or majority spent on unrelated costs.
Scalability & Sustainability	Strong plan for long-term use and easy scalability beyond initial funding.	Some consideration for scalability or sustainability.	Limited focus on long-term use or unclear continuation potential.	No sustainability or scalability considered.
Overall Quality & Clarity	Application is clear, concise, compelling, and well-organized.	Mostly clear and organized.	Some unclear or disorganized sections.	Unclear, poorly written, or disorganized.