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Impact on student learning or success	No indication of outcomes based assessment/ measurement of learning or success	Limited evidence of outcomes based assessment. Minimal measurement	Basic elements of outcomes based assessment. Partial demonstration of impact on learning and success.	Expanded elements of outcomes based assessment evident. Minor demonstration of impact on learning and success.	Strong evidence of outcomes based assessment. Major demonstration of impact on learning and success.	Significant evidence of outcomes based assessment. High level of documented impact on learning and success
Relevance to Mission and/or advancement of student affairs profession	Relevance to institutional Mission and/or student affairs advancement is not clearly stated or evident	Minimal or scant relevance to Mission and/or advancement of student affairs	Relevance to Mission and/or advancement of student affairs is articulated or clear	Relevance to Mission and/or advancement of student affairs is integrated and program is supported institutionally	Relevance is Mission and /or advancement of student affairs is substantially integrated into proposal and letters of reference	Significantly relevant to institutional Mission and /or advancement of student affairs that is documented substantially and is supported specifically by the letters of reference.
Meets student needs/ critical campus Issues	Student needs/campus issues not identified	Student needs /campus issues are partially /somewhat identified	Student needs/ campus issues are identified and specific rationale for program implementation is evident	Student needs/ campus issues are integrated into program and woven into program implementation	Major integration at key points of program development that identified student needs/campus issues	Significant evidence and well documented rationale provided that program was implemented to meet the identified needs of students /to address campus issues
Collaboration with Academic and Other Departments, Sustainability of Program	No indication of collaboration with other campus units. Submission does not address sustainability	Minimal indication of collaboration /involvement by other departments. Submission addresses sustainability but does not have a plan in place for long-term maintenance	Evidence of collaboration with other/academic departments in the development stage. Submission addresses plan for program's long-term implementation and sustainability on campus	Evidence of collaboration with other departments in development and implementation stage. Submission addresses long-term program implementation and articulates goals for future implementation	Strong evidence of involvement of other/ academic departments in the development, implementation, and assessment of program. Submission explains long term planning and implementation including fiscal/ organizational concerns	Substantial evidence of integrated involvement of other/ academic department involvement in the development, implementation, and assessment of program. Submission fully integrates and articulates long-term planning and implementation including fiscal/ organizational concerns
Originality, Creativity, including Technology	Program is an expected offering at most campus.	Program is typically offered at other	Program is modified from other programs of this type or	Program is substantially modified from programs of this	Program type is relatively new or offers services to emerging	Program and/or program elements are innovative and cutting edge. Extensive integration of social media,

Infusion	Technology is not addressed in proposal.	campuses or is slightly modified. Minimal technology, including social media, is addressed.	addresses new/growing populations. Elements of social media, and emerging learning technologies are evident	type. Multiple aspects of social media, emerging learning technologies, or tech focused integration is evident.	populations. Integrated social media, emerging learning technologies, and technology immersion evident.	emerging learning technologies, and significant strides for technology immersion for participants, facilities, or activities.
Application of Research, Theory, Assessment	Lacking theoretical construct, research framework, or assessment	Minimal explanation of theoretical construct, research framework, or assessment	Explanation of theoretical construct, research framework, and assessment is linked to program objectives	Solid theoretical construct, research framework, and assessment is linked to program objectives	Advanced theoretical construct, clear research framework, and assessment document program impact	Significant integration of theoretical construct, research framework, and assessment that is specifically linked to program objectives which are documented as program's impact
Quality of Submission	Submission is lacking clear language, structure, and explanation of program outcomes and achievements	Submission has some clear language, structure, and explanation of program, outcomes, achievements	Submission mostly explains the program, its outcomes, and achievements in clear language and ordered structure	The program, its outcomes, and achievements are articulated clearly and concisely in the submission	The program, its outcomes, and achievements are comprehensively documented in the submission	Well written comprehensive overall submission with specific data and cited sources that creates a compelling picture of the program, its outcomes, and achievements