

WOMEN’S RESOURCE CENTER
Program Proposal Evaluation Rubric

Please use this as a guide while completing your proposal. All proposals will be reviewed using these criteria.

Proposal Content Area	Criteria and Possible Points	Points Awarded
Brief Description	Provides clear, concise general overview (1 point)	_____
	Describes how program furthers WRC’s Mission to help girls and women successfully navigate life’s transitions (2 points)	_____
	Defines 3-5 outcomes indicators based on the attached Theory of Social Change (3 points)	_____
Identified Community	Describes target audience using <i>three or more</i> specific demographic identifiers, i.e.: age, stage of life, geographic region, income level, etc. (3 points)	_____
	Lists <i>two or more</i> specific ways to reach this target audience, having confirmed them as viable sources, ie: Has contacted agencies outlets to determine whether they would share our program information with clients (2 points)	_____
Community Needs Assessment	Includes <i>three or more</i> sources of data establishing an unmet need for this content (3 points) <i>Data may include: WRC Helpline reports, government statistics, data reports from nonprofit agencies, local demographic reports, recent (<5 years) peer-reviewed research, and other sources.</i>	_____
Funding Opportunities	Proposal includes viable sources of funding to cover program expenses and administration (1 point)	_____
	Funding sources are described in detail, and clearly established to be a viable option (1 point) <i>Viable sources may include: Specific grants identified as relevant and possible for this program, likely program sponsors whose giving priorities match WRC’s Mission, program-specific fundraising, and/or registration fees.</i>	_____
Market Research	Proposal includes a comprehensive listing of comparable programs in our service area: Chester County, Delaware County, Montgomery County, Bucks County and Philadelphia (2 points)	_____

	<p>Proposal identifies the gap in local service provision and clarifies the <i>unmet</i> need this program will serve (3 points)</p> <p>Proposal includes research done to ascertain whether targeted audience will access this program (2 points)</p> <p><i>Research may include: Surveys, focus groups, consultations with local agencies, interviews with members of the target audience, public requests for a similar program, utilization rates for similar programs, and so on.</i></p>	<p>_____</p> <p>_____</p>
<p>Required Resources</p>	<p>Proposal defines qualifications/credentials of staff or volunteers required to present the program (1 point)</p> <p>Proposal estimates number of staff hours required to administer the program (1 point)</p> <p>Proposal presents specific options for space in which to operate the program (1 point)</p>	<p>_____</p> <p>_____</p> <p>_____</p>
<p>Risks/Liability</p>	<p>Proposal provides a comprehensive assessment of potential risks or liability incurred, ie: Are there safety issues? Conflicts of interest? Is this a topic that ethically and legally falls under WRC's scope of practice? (2 points)</p> <p>Proposal provides suggestions for ways to mitigate those risks/liabilities (2 points)</p>	<p>_____</p> <p>_____</p>
<p><u>Score:</u> 27-30</p>	<p>Your submission will be considered by WRC's staff and Program Committee for implementation, contingent on available resources.</p>	<p>Total Score (Out of 30)</p> <p>_____</p>
<p>24-26</p>	<p>Your submission needs more information to be considered, or falls short of meeting the requirements. Please discuss with Director of Program Operations.</p>	
<p>23 or under</p>	<p>Your submission does not meet the requirements to be considered for implementation at this time. Please contact the Director of Program Operation if you'd like to discuss further. Thank you!</p>	