



Pre-Proposal Review Rubric

To be used by the Drexel 2030 CORE team to review pre-proposals for strategic initiatives submitted by initiative teams.

Element	Score (1 – 3)	Recommendations
Clear description of problem or opportunity being addressed		
Innovative approach to addressing problem or opportunity described		
Proposed initiative links to one or more Drexel 2030 Imperatives		
Budget required is clearly described		
Effort required for implementation described		
Impact on Drexel University campus or community described		
Success metrics and key performance indicators included		
Identification of business owner		
Identification of project manager		
Notification/consultation with appropriate groups (stakeholders, execution team/unit, and as applicable: Dean of college(s), IT, related initiative team(s), related imperative team(s) chairs)		

- Pre-proposal is approved to move forward to Full-proposal stage
- Pre-proposal requires changes – to be sent back to team for edits and re-submission
- Pre-proposal is not approved for this cycle – team is encouraged to resubmit during the next cycle
- Pre-proposal is not approved to move forward



Strategic Initiative Full Proposal Evaluation Rubric

To be used by the Strategic Initiative Panel (SIP) to evaluate full proposals for strategic initiatives proposed.

Strategic Initiative Title: _____

Initiative Team: _____

Primary Contact: _____

Design/Approach: Description of capability of the initiative being carried out within the identified constraints and is supported by major details.
<ul style="list-style-type: none">Strengths:
<ul style="list-style-type: none">Weaknesses:
<ul style="list-style-type: none">Recommendations:
SCORE (1 – 3):

Design/Approach *Scoring Guidelines:*

3: The proposal contains a clearly identified problem or opportunity and clearly describes the indications of success of the initiative. The described budget is fundable, reasonable, and clear.

2: The proposal contains a partially identified problem or opportunity and unclear indicators of success of the initiative. The described budget is mostly fundable and reasonable.

1: The proposal contains no clear problem or opportunity or no clearly described indications of success of the initiative. The described budget is not fundable or is unreasonable.

<p>Drexel 2030 Alignment: Initiative is aligned with and supports one or more Drexel 2030 initiative or imperative. Initiative keeps diversity, equity and inclusion in mind.</p>
<ul style="list-style-type: none"> • Strengths:
<ul style="list-style-type: none"> • Weaknesses:
<ul style="list-style-type: none"> • Recommendations:
<p>SCORE (1 – 3):</p>

Drexel 2030 Alignment **Scoring Guidelines:**

3. The problem or opportunity is described with a clear relationship to at least one strategic plan initiative or imperative.
2. The problem or opportunity is described with a semi-discernible relationship to at least one strategic plan initiative or imperative, however the pathway may be misidentified, and another initiative or imperative may be more appropriate.
1. The problem or opportunity is not well described or minimally described in terms of a relationship to a strategic plan initiative or imperative.

<i>Innovation:</i> Initiative offers an innovative approach that touches upon multiple aspects of the strategic plan to address a problem or an opportunity.
<ul style="list-style-type: none">• Strengths:
<ul style="list-style-type: none">• Weaknesses:
<ul style="list-style-type: none">• Recommendations:
SCORE (1 – 3):

Innovation ***Scoring Guidelines:***

3: The proposal fully aligns with the identified problem or opportunity and offers an innovative approach to addressing the problem or opportunity.

2: The proposal partially aligns with the identified problem or opportunity and offers a somewhat innovative approach to addressing the problem or opportunity.

1: The proposal is not aligned with the identified problem or opportunity and does not offer an approach to address the problem or opportunity.

Impact/Anticipated Result (ROI): Initiative results in clear return on investment (*considering both outcomes as well as resources utilized: monetary and human capital*) and has both short-term and long-term impact.

- Strengths:

- Weaknesses:

- Recommendations:

SCORE (1 – 3):

Impact/Anticipated Result (ROI) **Scoring Guidelines:**

- 3.** The proposed initiative has high potential for impacting the University, local, and/or global community. The plan displays a large return on investment.
- 2.** The proposed initiative has moderate potential for impacting the University, local, and/or global community. The plan displays a moderate return on investment.
- 1.** The proposed initiative has little to no potential for impacting the University, local, and/or global community. The plan will not result in gains that exceed investments needed to execute.

Resource Maximization: Initiative maximizes existing resources at the University across campus and/or with community partners and is sustainable both short-term and long-term.
<ul style="list-style-type: none"> Strengths:
<ul style="list-style-type: none"> Weaknesses:
<ul style="list-style-type: none"> Recommendations:
SCORE (1 – 3):

Resource Maximization **Scoring Guidelines:**

3. The proposed initiative incorporates a collaborative effort of stakeholder groups across campus and/or with community partners.
2. The proposed initiative incorporates a collaborative effort of stakeholder groups within one school, college, or division.
1. The proposed initiative is limited to collaborating with stakeholders within one department only.

Overall Recommendation:

Criteria	Score (1 – 3)
Design/Approach	
Drexel 2030 Alignment	
Innovation	
Impact/Anticipated Result (ROI)	
Resource Maximization	
TOTAL SCORE	