

**Green Fund Application**  
**Numerical Assessment Rubric**  
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|   | <b>0</b>   | <b>1</b>  | <b>2</b>  | <b>3</b>   |
|---|--|---|---|--|
| <b><i>Outreach and Education</i></b>            | -No articulated educational impacts<br>-Project isolated in one unit<br>-No visibility                 | -Reaches a limited and specific population (e.g. one unit)<br>-Low visibility<br>-Some educational value                                  | -Reaches multiple groups but not "everybody"<br>-Moderate visibility  | -Reaches a wide variety of people and groups<br>-High visibility   |
| <b><i>Student Engagement and Leadership</i></b> | -Does not clearly involve students at all  | -Primarily fac/staff led but involves students<br>-Gives a limited and temporary opportunity for student leadership and volunteerism      | -Fac/Staff and students work together more or less equally.<br>-Gives core group of students tangible skill building, leadership, and volunteer opportunity | -Students lead with guidance from fac/staff<br>-Gives substantial and lasting leadership, skill building, and volunteer opportunities to multiple groups.<br>-Student leadership result is lasting (multi-year) and has opportunity to grow. |
| <b><i>Collaboration</i></b>                     | -Coming from one unit  | -Could work with other units but hasn't made those connections  | -Has made some cross unit connections; could do more  | -Has really worked to get other units involved.  |
| <b><i>Environmental Benefit</i></b>             | -No clear benefit  | -Benefit is assumed but not verifiable.<br>-Not well supported by data<br>-Supports environmental goals but result is abstract or minimal | -Moderate benefit<br>-Promotes conservation goals in specific ways<br>-Not well supported by data   | -Benefit is significant and efficient<br>-Includes data to support claim<br>-Fosters specific environmental change<br>-Demonstrates verifiable conservation of resources   |
| <b><i>Social Benefit</i></b>                    | -No clear benefit  | -Has the potential to be socially beneficial but those connections haven't been made<br>-Is not unethical nor exploitive                  | -Supports some movements of social justice (fair wages, fair trade, small/local business, minority empowerment, etc.)<br>-Is not unethical nor exploitive   | -Includes data to support claim<br>-Supports several movements of social justice<br>-Is not unethical nor exploitive   |
| <b><i>Economic Benefit</i></b>                  | -No clear benefit<br><i>Or...</i><br>-Proposal does not include means to meet ongoing, long-term costs | -Moderate benefit/high cost<br>-Ongoing costs could be met externally   | -Moderate benefit/low cost<br>-Ongoing costs are met externally<br>-Some long term cost savings   | -Significant benefit to university relative to cost<br>-Demonstrates positive ROI when applicable<br>-Ongoing costs are met externally   |

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|--|---|--|---|---|
|  |   |  |   | -Payback within a reasonable time frame<br>-Includes data to support claim  |
| <b><i>Duration of Benefit</i></b>  | -Not lasting (e.g. one time event)  | -Lasts a year or so (e.g. event plants “seeds”)<br>-Does not include a data tracking plan    | -Multi-year (few) (e.g. event leads to action or repeating event; temporary infrastructure improvement)<br>-Includes a data tracking plan | -Multi-year (many) (e.g. event leads to action and repeating, lasting infrastructure improvement)<br>-Includes a data tracking plan |
| <b><i>Promotion</i></b>  | -No promotional plan  | -Project includes minimal promotional tactics  | -Project includes several promotional tactics   | -Project has comprehensive, creative, and clear promotional plan  |
| <b><i>Alignment with existing sustainability planning (energy, water, waste, buildings, transport, purchasing, grounds, food/dining, outreach, research, or social equity)</i></b> | -Does not support campus goals  | -Project links to at least one area of sustainability in Operating Papers                    | -Project links to more than one area of sustainability listed<br>-Reflects some links to current campus plans and efforts                 | -Project links to many areas of sustainability listed<br>-Makes a strong and specific link to current campus plans and efforts      |
| <b><i>Feasibility of Project</i></b>   | -Project is not at all feasible on our campus<br>-Project has no approval from relevant campus entities | -Project may be feasible on campus, but does not have approval from relevant campus entities | -Project has approval from relevant campus entities, but will take a long time to develop prior to beginning                              | -Project has approval from all relevant campus entities AND is ready to begin upon funding award                                    |
| <b><i>Budget and Funding</i></b>   | -Unbalanced and unclear budget  | -Lack of clarity in budget   | -Budget balances but there are still questions  | -Budget balances and is comprehensive<br>-Leaves no questions unanswered  |
| <b><i>Other Funding</i></b>  | -None   | -Some additional   | -Matching   | -More than matching   |