DISCOVERY Focus Areas Phase 2
Evaluation Rubric

A. Scoring Rubric: The Overview Criteria and Criteria Scale Outline:

<table>
<thead>
<tr>
<th>Scale</th>
<th>Criteria Evaluation</th>
<th>Criteria #</th>
<th>Weight</th>
<th>Criteria Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Exceptionally exceeds criterion</td>
<td>1</td>
<td>1</td>
<td>Strategic Plan Alignment</td>
</tr>
<tr>
<td>2</td>
<td>Exceeds criterion</td>
<td>2</td>
<td>2</td>
<td>SSEA Potential</td>
</tr>
<tr>
<td>3</td>
<td>Meets criterion</td>
<td>3</td>
<td>3</td>
<td>SSEA Performance</td>
</tr>
<tr>
<td>4</td>
<td>Partially meets criterion</td>
<td>4</td>
<td>4</td>
<td>External Funding Potential</td>
</tr>
<tr>
<td>5</td>
<td>Does not or poorly meets criterion</td>
<td>5</td>
<td>5</td>
<td>External Funding Performance</td>
</tr>
</tbody>
</table>

B. Criteria Outline:

a. Strategic Plan Alignment:
   1) Exceptionally exceeds criterion:
   2) Exceeds criterion:
   3) Meets criterion:
   4) Partially meets criterion:
   5) Does not or poorly meets criterion:

b. SSEA Potential:
   1) Exceptionally exceeds criterion:
   2) Exceeds criterion:
   3) Meets criterion:
   4) Partially meets criterion:
   5) Does not or poorly meets criterion:

c. SSEA Performance:
   1) Exceptionally exceeds criterion:
   2) Exceeds criterion:
   3) Meets criterion:
   4) Partially meets criterion:
   5) Does not or poorly meets criterion:

d. External Funding Potential:
   1) Exceptionally exceeds criterion:
   2) Exceeds criterion:
   3) Meets criterion:
   4) Partially meets criterion:
   5) Does not or poorly meets criterion:

e. External Funding Performance:
   1) Exceptionally exceeds criterion:
   2) Exceeds criterion:
   3) Meets criterion:
   4) Partially meets criterion:
   5) Does not or poorly meets criterion:
C. Criteria Detailed Descriptions:

a. Strategic Plan Alignment: This DISCOVERY Focus Area promotes and supports:

1. The WMU Strategic Plan as articulated in: a) the Vision of Discovery Driven that includes: “Our scholarship creates new knowledge, forms a basis for innovative solutions, leads to economic development, and makes substantial contributions to society.” b) Goal #3: “Advance WMU as a major research university” that calls for “…WMU research and creative activity that impacts the State, nation, and world through partnerships with communities, industries, governments, institutions, and foundations.”

2. The Academic Affairs Strategic Plan for “Research and Creative Endeavors” with its Goal 5: “Produce outstanding research and creative works that enhance society” and Goal 6: “Obtain external funding to increase the visibility of and support the discovery driven research and creative endeavors of students, faculty, and professional staff.”

3. Picking five key components: a) creates new knowledge, b) forms a basis for innovative solutions, c) leads to economic development, d) makes substantial contributions to society, and e) impacts the State, nation, and world through partnerships with communities, industries, governments, institutions, and foundations.”

   1) Exceptionally exceeds criterion: (5 components or 3 outstanding ones)
   2) Exceeds criterion: (4 components or 2 outstanding ones)
   3) Meets criterion: (3 components or 1 outstanding ones)
   4) Partially meets criterion: (1 or 2 components)
   5) Does not or poorly meets criterion: (0 components)

b. SSEA Potential: This proposal has potential to be nationally competitive (SSEA 3) due to subject area (Intellectual Merit and Broader Impact), budget estimates, time schedules, etc.

   1) Exceptionally exceeds criterion: (absolute potential to SSEA 3 or 4)
   2) Exceeds criterion: (clear potential to be nationally competitive)
   3) Meets criterion: (possible potential to be nationally competitive)
   4) Partially meets criterion: (uncertain potential to nationally competitive)
   5) Does not or poorly meets criterion: (highly unlikely or definitely no)

c. SSEA Performance: This proposal area is now regionally competitive (SSEA 2)

   1) Exceptionally exceeds criterion: (SSEA level 4 – globally competitive)
   2) Exceeds criterion: (SSEA level 3 – nationally competitive)
   3) Meets criterion: (SSEA level 2 – regionally competitive)
   4) Partially meets criterion: (SSEA level 1 – locally competitive)
   5) Does not or poorly meets criterion: (Not competitive)

d. External Funding Potential: This proposal has potential to be externally competitive for funding to be self-sustaining or at a level > $0.5 million annually. Funding agencies

   1) Exceptionally exceeds criterion: (Funding self-sustaining & > $1 million)
   2) Exceeds criterion: (Funding self-sustaining and > $0.5 million)
   3) Meets criterion: (Funding self-sustaining [total operating costs] or > $0.5 million)
   4) Partially meets criterion: (Funding but not self-sustaining and < $0.5 million)
   5) Does not or poorly meets criterion: (No funding available)

e. External Funding Performance: This proposal is currently externally competitive for funding that is self-sustaining or at a level > $0.5 million annually. Funding agencies.

   1) Exceptionally exceeds criterion: (Funding self-sustaining & > $1 million)
   2) Exceeds criterion: (Funding self-sustaining and > $0.5 million)
   3) Meets criterion: (Funding self-sustaining [total operating costs] or > $0.5 million)
   4) Partially meets criterion: (Funding but not self-sustaining and < $0.5 million)
   5) Does not or poorly meets criterion: (No funding available)