

Each committee member will assign a score to each proposal based on the following rubric.

Category	Point Break Down					SCORE
<b>Interest/Anticipated Attendance (25%)</b>						
Potential that Speaker/Topic will Attract a Diverse Audience - Content Diversity	Not enough details provided to determine expected audience diversity (0)	Expectation to draw in audience members from only a single program / class / content area (1)	Expectation to draw in audience members from multiple courses / across topics within a single department / discipline (2)	Expectation to draw in audience members from multiple departments / disciplines (3)	<u>Explicit</u> expectation to draw in audience members from multiple disciplines / colleges (4)	
Potential that Speaker/Topic will Attract a Diverse Audience - Other Diversity	Not enough details provided to determine expected audience diversity (0)	Expectation to draw in an audience that shares similar demographics or backgrounds (1)	Expectation to draw in an audience with varied demographics or backgrounds (2)	Expectation to draw in a multicultural audience (3)	<u>Explicit</u> expectation to draw in a multicultural audience (4)	
Potential to Reach a Wide University Audience <i>(expectations of attendance will be adjusted for speakers at the Round Rock campus - reduced rates are as follows: 500, 200, 25, &amp; 10)</i>	Not enough details or cost ratio is over \$500:1 (0)	Potential for a high cost to audience ratio (up to \$500:1) (1)	Potential to reach a moderate cost to audience ratio (up to \$100:1) (2)	Potential to reach a low cost to audience ratio (up to \$15:1) (3)	Potential to reach an <u>exceptional</u> cost to audience ratio (\$5:1 or better) (4)	
Potential to Reach a Community/External Audience	Not enough details provided to determine community involvement (0)	No explicit intention to have community members in attendance (1)	Invitation to have community members attend (2)	Expectation to have community members in attendance (3)	<u>Explicit</u> expectation to <u>recruit</u> and have community members in attendance (4)	
<b>Topic/Speaker Involvement (31.25%)</b>						
Plans for Scholarly Dialogue	Not enough details provided to determine plans (0)	No clear plan for additional scholarly activities beyond lecture / Q&A (1)	Limited or generic plans for additional scholarly dialog activities beyond lecture / Q&A (2)	Plans provided for additional scholarly dialog through follow-up activities beyond lecture /Q&A (4)	<u>Explicit</u> plans detailing how additional scholarly dialog activities related to lecture with be integrated into the proposed experience (4)	
Involvement of the University Community in Scholarly Dialogue	Not enough details provided to determine involvement (0)	<u>Explicit</u> plans detailing how <u>all</u> attendees will be engaged in related scholarly dialog (4)	<u>Explicit</u> plans detailing how <u>all</u> attendees will be engaged in related scholarly dialog (4)	<u>Explicit</u> plans detailing how <u>all</u> attendees will be engaged in related scholarly dialog (4)	<u>Explicit</u> plans detailing how <u>all</u> attendees will be engaged in related scholarly dialog (4)	

Speaker involvement with scholarly dialog	Not enough details provided to determine speaker involvement (0)	Speaker will provide content used for follow-up dialog, but will not directly participate (1)	Speaker will participate in dialog with only a subset of the full audience (e.g., in a class at a later date) (2)	Speaker will be actively involved in dialog with some of the audience members present (e.g., audience can listen in during an active Q&A, but questions are restricted to select participants) (3)	Speaker will be <u>actively involved</u> in dialog with <u>all</u> audience members present (4)	
Clear Connection on How Event will Advance University's Diversity Mission	No connections provided (0)	One connection on how event will advance mission (1)	Two connections on how the event will advance mission (2)	Two-Three clear connections on how the event will advance mission (3)	<u>Three or more, explicit</u> connections (4)	
National/International Accomplishments of Speaker provided in Biography	Not enough details provided to determine accomplishments (0)	Established local accomplishments (1)	Established regional accomplishments (2)	Established national accomplishments (3)	Established international accomplishments (4)	
<b>Event Logistics (18.75%)</b>						
Established Contact with Speaker	None (0)		Limited (1)		<u>Active</u> communication lines established (2)	
Tentative Commitment by Speaker	None (0)		Tentative (1)		Speaker has <u>committed</u> to the dates (2)	
Comprehensive Description of Event Planning	No description of event provided (0)	Incomplete description of event (1)	Complete but vague description of event (2)	Generalized description of all event details including scholarly dialog planning (3)	High quality and <u>thorough</u> details provided to ensure <u>feasibility</u> of event (4)	
Comprehensive Description of Marketing Plan	No description of marketing provided (0)	Limited marketing plan and issues with plan feasibility (1)	Limited or single strategy marketing plan (2)	Generalized but broad marketing plan (3)	<u>Multifaceted</u> and detailed plan to offer marketing to intended diverse audience through multiple means (4)	
<b>Collaboration/Budget (25%)</b>						
Collaboration Across University Units (e.g., activities such as but not limited to: involvement of classes, in kind services, promotion, marketing, organization/planning, building audience)	No active collaboration (0)	Lecture-related activities shared within a single program / department / organization (1)	Lecture-related activities shared across at least two programs / organizations (may be within same department) (2)	Lecture-related activities shared across at least two separate departments / organizations (3)	Lecture-related activities shared across at least <u>two colleges</u> (4)	

Joint Sponsorship	Sole sponsorship from University Lecture Series Committee (ULSC) (0)	One sponsor beyond ULSC (1)	Two sponsors beyond ULSC (2)	Three sponsors beyond ULSC (3)	<u>Four or more</u> sponsors beyond ULSC (4)	
Commitment for Shared Funding	No commitment for shared funding (0)	Shared funding covers 1-15% of total budget (1)	Shared funding covers 16-30% of total budget (2)	Shared funding covers 31-50% of total budget (3)	Shared funding covers <u>51% or more</u> of total budget (4)	
Budget Justification	No budget justification provided (0)	General justification provided, but missing elements (1)	General justification provided for all needed funds (2)	Adequate justification provided for all needed funds (3)	<u>Detailed</u> and clearly articulated budget justification to support <u>all needed expences</u> provided (4)	

Earned Score

0

(x 1.5625 weight)

**Total Score**

**0**

*Rubric score totals will be listed in ranked order. The committee will recommend as many proposals judged to merit funding as the budget allows, starting with the top-ranked proposal and progressing through the ranked list. Proposals must follow articulated guidelines on formatting and length as well as earn a minimum average of **70 points weighted score** per reviewer to be considered for funding.*