### 1. Relevance and Justification (10)

Description of how this proposed activity is relevant and significant to this staff member’s UW role; explanation of how it will improve the individual’s effectiveness in their role; clear justification for experience and funding; a strong case made.

### 2. Use and Impact (10)

Clear vision for how the experience will be used and applied in UW work role; articulated plan for applying the knowledge and information gained; extra points for specific, varied and achievable methods of sharing the information with colleagues, students and campus.

### 3. Program and University Benefit (10)

Explanation of how this experience will benefit the program/unit/university, contribute to institutional effectiveness, and advance strategic objectives; alignment with stated campus strategies; impact on students.

### 4. Overall Quality of Application (5)

Appearance of application; quality of the case made; letter(s) of support; participation level of applicant (new professional; experienced professional who is taking initiative, presenter, etc.); creative experience; cost effective; school/college ranking.