



Idaho Workforce Development Training Fund: Outreach Project Rubric

Application Title: IACRAO Higher Education Booklet

This rubric is intended as a tool to assist Outreach Committee members with assessing and organizing their thoughts regarding Outreach Project applications, and to provide applicants with an understanding of the components the Committee values in an applicant.

Qualifying Questions:

Does this proposal strongly support WDTF goals and Guiding Document ?	Yes	No
Is WDTF Outreach Projects is clearly a good source of funding?	Yes	No
The application does NOT include any training costs?	Yes	No
Will the project increase career awareness for Idahoans or increase awareness of the WDTF?	Yes	No
Will the project reach one or all of the Committee's target audiences ? (Employers, Pipeline, Work-Challenged, Partners)	Yes	No

Project Reach and Metrics:

Outcome per reach and reach number: 23,000 Idaho High School Juniors (see bottom of page)

Estimated cost per outcome: \$0.53

Assess the value per reach

Low													High
1	2	3	4	5	6	7	8	9	10				
The proposed metrics seem unsound or irrelevant							The proposed metrics are sound and desirable						
1	2	3	4	5	6	7	8	9	10				

Notes:

Outcome per reach: Distribution of booklet to HS juniors, our biggest outcome and goal is to increase career and college awareness and preparedness for high school students.. These numbers are based off of high school counselor outreach and the estimated junior class in Idaho for 2021-2022. The approximate estimate for the 2021-2022 booklet is as follows (reference number of booklets to zip code): -2,800 to 83714 - Coeur d'Alene \$1666.50 -1,500 to 83501 - Lewiston \$1107.50 -6,700 to 83697 - Nampa \$3193.50 -2,500 to 83301 - Twin Falls \$1487.50 -5,000 to 83404 - Idaho Falls \$2562.50 -4,500 to 83702 - Boise \$2247.50



Project Workforce Development Council Needs Relevance:

The project lacks relevance to Council needs

The project is relevant to Council needs

1 2 3 4 5 6 7 8 9 10

Notes:

Funding and Sustainability:

This is an old program in need of new funding

This is a one-time / new project

1 2 3 4 5 6 7 8 9 10

There seems to be other more appropriate sources of funding

WDTF is an ideal source of funding

1 2 3 4 5 6 7 8 9 10

Supports the organization’s base operating costs / salaries

Supports direct outreach expenses, connecting our target audiences

1 2 3 4 5 6 7 8 9 10

Project seems unsustainable

One-time or sustainable project

1 2 3 4 5 6 7 8 9 10

The budget is funded solely by the WDTF

The budget has ample matched funds or resources

1 2 3 4 5 6 7 8 9 10

Notes:

Confidence:

Confidence in applying organization is:

Low

Medium

High

1 2 3 4 5 6 7 8 9 10



Confidence in delivery of outcomes is:

Low

Medium

High

1 2 3 4 5 6 7 8 9 10

Notes:

Partnerships and Collaboration:

The project is not connected to key partners

The project is connected to key partners

1 2 3 4 5 6 7 8 9 10

Additional partners the Committee would like to see engaged:

Replicability of project:

The project is not replicable

The project is replicable

1 2 3 4 5 6 7 8 9 10

Additional Comments:	Recommendation:
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