

RUBRIC FOR ASSESSING EVALUATION PROPOSALS

This rubric has been developed by the Education Research and Evaluation group, and is intended to accompany the guidelines we developed. This rubric will help AMNH staff assess single proposals based on specific characteristics important for AMNH (and help us give targeted feedback to evaluators), or compare competing evaluation proposals in relationship to an RFP.

Proposal submitted by: [FILL IN NAME OF POTENTIAL EVALUATOR HERE]

	Not at all	Below Expectations	Meets Expectations	Exceeds Expectations
Framing				
Proposal reflects program goals				
Proposal includes literature review (or discussion of similar efforts)				
Proposal reflects an understanding of the AMNH context				
Design				
Evaluation questions are clear, robust and targeted				
Overall evaluation strategy is connected to program goals				
A 'chain of logic' drives the design and methods				
Explanations for methodological choices are included and appropriate				
Value				
Proposal demonstrates a willingness to connect to research agenda and/or to use existing instruments or materials if appropriate				
Proposal demonstrates an understanding of museums as informal learning spaces and AMNH specifically as a unique learning space				
Evaluation results, if completed, will be meaningful and help us learn about our work				
Other				
Budget is clearly described and within reason				
Proposal is organized and well-written				
Evaluator has experience evaluating similar interventions				