

Category	Excellent	Good	Average	Poor
Executive Summary (20 points)	<p>The applicant includes and effectively describes the project's mission and vision, the specific population the project will serve, the partner organizations involved with the project, and how each entity will function within the project.</p> <p><i>(16 – 20 points)</i></p>	<p>The applicant includes and describes the project's mission and vision, the population the project will serve, the partner organizations involved with the project, and how each entity will function within the project.</p> <p><i>(11 – 15 points)</i></p>	<p>The applicant includes and somewhat describes the project's mission and vision, the general population the project will serve, the partner organizations involved with the project, and how each entity will function within the project.</p> <p><i>(6 – 10 points)</i></p>	<p>The applicant vaguely describes the project's mission and vision, the general population the project will serve, the partner organizations involved with the project, and how each entity will function within the project.</p> <p><i>(0 – 5 points)</i></p>
Need and Alignment (15 points)	<p>The applicant explicitly defines a specific need for the project within the identified community and effectively describes the alignment of that need to one of the Four Pillars of the Get Georgia Reading Campaign.</p> <p><i>(12 – 15 points)</i></p>	<p>The applicant identifies a general need within the identified community for the project and describes the alignment of that need to one of the Four Pillars of the Get Georgia Reading Campaign.</p> <p><i>(8 – 11 points)</i></p>	<p>The applicant somewhat describes a need for the project that is generally aligned to one of the Four Pillars of the Get Georgia Reading Campaign.</p> <p><i>(4 – 7 points)</i></p>	<p>The applicant vaguely describes a need for the project that may be loosely aligned to one of the Four Pillars of the Get Georgia Reading Campaign.</p> <p><i>(0 – 3 points)</i></p>
Goals (15 points)	<p>The applicant has provided at least two SMART goals with an evaluation plan that is fully developed. The SMART goals are specific, measurable, ambitious, realistic, and time-bound, and the evaluation plan will accurately measure the project's effectiveness.</p> <p><i>(12 – 15 points)</i></p>	<p>The applicant has provided at least two SMART goals with an evaluation plan that demonstrates some development. The SMART goals are mostly specific, measurable, ambitious, realistic, and time-bound, and the evaluation plan will measure some aspects of the project's effectiveness.</p> <p><i>(8 – 11 points)</i></p>	<p>The applicant has provided at least two SMART goals and an evaluation plan. The SMART goals are somewhat specific, measurable, ambitious, realistic, and time-bound, and the evaluation plan will somewhat measure the project's effectiveness.</p> <p><i>(4 – 7 points)</i></p>	<p>The applicant has provided two goals and an evaluation plan. The goals are not specific, measurable, ambitious, realistic, and time-bound, and the evaluation plan will weakly measure the project's effectiveness OR the section is missing either a second goal or discussion of the evaluation plan.</p> <p><i>(0 – 3 points)</i></p>

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Capacity for Success (15 points)	The applicant includes concrete examples that strongly demonstrate that all of the partners identified have been involved with the planning for the project and have the ability to execute and monitor the grant project and associated expenses. (12 – 15 points)	The applicant includes concrete examples that demonstrate that all of the partners identified have been involved with the planning for the project and have the ability to execute and monitor the grant project and associated expenses. (8 – 11 points)	The applicant includes examples that somewhat demonstrate participation from all identified partners with planning for the project and that somewhat demonstrate the ability to execute and monitor the grant project and associated expenses. (4 – 7 points)	The applicant includes examples that do not demonstrate participation from all identified partners with the planning for the project and that do not demonstrate that those partners have the ability to execute and monitor the grant project and associated expenses. (0 – 3 points)
Proposed Plan (20 points)	The applicant describes a specific and reasonable plan of action that can be completed during the grant period, involves all identified partners appropriately, and will make the project a reality. The plan of action is strongly aligned with the project's mission and goals as listed in the Executive Summary and Goals sections. (16 – 20 points)	The applicant describes a specific and mostly reasonable plan of action that can be completed during the grant period, involves all identified partners appropriately, and will likely make the project a reality. The plan of action is aligned with the project's mission and goals as listed in the Executive Summary and Goals. (11 – 15 points)	The applicant describes a somewhat reasonable plan of action that can be completed during the grant period, involves some identified partners appropriately, and might make the project a reality. The plan of action is somewhat aligned with the project's mission and goals as listed in the Executive Summary and Goals. (6 – 10 points)	The applicant vaguely describes a plan of action OR the plan of action is unreasonable or unlikely to make the project a reality. The plan of action includes partners not listed in other parts of the application OR lists unreasonable expectations for those partners. The plan of action is not aligned with the Executive Summary or Goals. (0 – 5 points)
Budget (15 points)	The budget is specific and reasonable , and all items strongly align with the described project. (12 – 15 points)	The budget is mostly specific and reasonable , and the items align with the described project. (8 – 11 points)	The budget is somewhat specific and reasonable and the items somewhat align with the described project. (4 – 7 points)	The budget is not specific and/or reasonable , and the items listed do not align with the described project. (0 – 3 points)