

NA-ROAD Project Vetting Rubric				
Element	Undeveloped	Developing	Accomplished	Does Element Carry Greater Weight?
Alignment with the NA-ROAD Strategic Goals?	Goals are not clearly defined and/or do not align with any NA-ROAD Strategic Goals..	Goals are defined and may align with the NA-ROAD Strategic Goals, but the proposal does not make this clear enough.	Goals are clearly defined and clearly align with NA-ROAD Strategic Goals.	Y
Potential for significant impact on the NA-ROAD Strategic Goal(s)?	Impact on the NA-ROAD Strategic Goal(s) is not clear.	Impact on the NA-ROAD Strategic Goal(s) is not strong enough.	Impact on the NA-ROAD Strategic Goal(s) is clearly articulated and significant.	Y
Clarity in Target Audience(s) and needs addressed?	The audience remains general or "everyone" with no clear target and no specific needs addressed.	Potential audiences are identified and the needs of these potential audiences are discussed, but open questions remain.	Primary and secondary audiences and the needs that will be met for these audiences have been clearly articulated. (This includes as much information as possible about who they are, both demographic but also psychographic; detail and specificity encouraged).	
Are representatives of the Target Audience(s) and/or support systems involved in the project?	Target audience representatives and/or support systems are not identified and do not have a role in the project	Potential partners identified but contact has not yet been made and their role is not clear.	Target Audience representatives and/or support systems are identified and have a clear role in the project.	
Are the primary language(s) of the Target Audience (s) sufficiently represented in the project team?	The primary language(s) of the Target Audience(s) are not represented in the project team.	Open questions remain around whether the primary language(s) of the Target Audience(s) are represented in the project team.	The primary language(s) of the Target Audience(s) are sufficiently represented in the project team.	
Is the work plan clearly articulated and feasible?	The work plan is not clearly articulated and/or is not feasible.	The work plan is clearly articulated, but there are concerns about feasibility.	The work plan is clearly articulated and feasible.	
Are the Success Metrics clear, with a clear plan for how the project team will measure impact?	Success metrics have not been identified or established	Success metrics are currently in development, but have not been finalized	Identified metrics that will determine program success are clearly articulated and include a plan for how the project team will measure success.	
How does this project fit within the landscape of existing NA-ROAD and broader activities?	There are already other programs serving these need(s) for these target audience(s); this is a duplication of effort.	There is some overlap with existing efforts.	This project is clearly differentiated from other existing efforts and serves an important and unique role.	
What is the NA-ROAD investment and/or effort needed to meet the needs of this project? Is that investment/effort feasible at this time?	Is it not clear what the NA-ROAD investment and/or effort will need to be for this project.	Open questions remain around what the NA-ROAD investment and/or effort will need to be for this project.	NA-ROAD investment and/or effort needed to meet the needs of this project is clear and feasible at this time.	Y
Resource Requirements vs Capacity (staffing, \$, technology, etc.)	Resources needed for the project team to execute this effort are not clear and/or the proposing team does not appear to have the resources (or a clear plan to obtain the resources) needed for this proposed effort.	Basic launch resources needed have been identified, but longer-term capacity has not yet been considered. Is the amount of work and frequency sustainable long-term?	Short and long-term resources have been identified and program can be effectively executed by the proposing team within existing capacity in a sustainable manner and/or there is a clear plan for obtaining the resources needed.	