

**NASA West Virginia Space Grant Consortium
Extension and Public Outreach Program
Criteria**

Category #1: Uniqueness and Relevance (Weight: 25%)

- Please note that all proposals must align with one of the five NASA Mission Directorates. (Aeronautics Research, Science, Space Technology, Exploration Systems Development, or Space Operations). To read about the latest programs and current interests for the Mission Directorates, please click [here](#). Failure to clearly indicate the alignment with a NASA Mission Directorate will result in disqualification of the proposal and it not being forwarded to the reviewers. (5%)
- The project design is innovative. For example, it uses social media or other emerging technologies. (10%)
- The proposal is well written and well organized. (5%)
- The proposal, if funded, is the first that the PI has received from WVSGC (5%)

Category #2: Prospects for Success and Soundness of Approach (Weight: 25%)

- The proposal clearly states specific, measurable, attainable, realistic, and time-bound (SMART) outcomes-based objectives with an efficient documentation plan. (10%)
- The evaluation strategy will provide a written report with specific recommendations for future improvement. (10%)
- A project timeline includes an annual report (for all proposals) and quarterly reports for projects that are more than a single event. (5%)

Category #3: Budget and Institutional Support (Weight: 20%)

- The budget should include a spreadsheet and detailed narrative that is realistic for the work proposed, is well defined, and represents a highly effective use of resources. (See Expense section below for more detail.) (10%)
- Cost-share requirements are met and are documented with letters from various partners detailing specific contributions. Note: Waived or unrecovered indirect costs can be used as cost-share. (10%)

Category #4: Qualifications of the Applicant(s) (Weight: 10%)

- The applicant's resume demonstrates a successful track record implementing similar outreach projects. (5%)
- Given the experience of the applicant(s), there is an excellent chance of success for this project. (5%)

Category #5: Depth and Breadth of Impact on the Community (Weight: 15%)

- The project has the potential of impacting a large number of the targeted members of the community with a deep and lasting impact on the targeted population. (5%)
- The project includes efforts to reach out to under-represented groups. (5%)
- Plans for publicizing the award and the results are clearly defined. The applicant(s) shall recognize sponsorship by the NASA WV Space Grant Consortium in all oral presentations and relevant online and printed materials. (5%)