Each committee member will assign a score to each proposal based on the following rubric.

Category   **Point Break Down**

Interest/Anticipated Attendance (26.32%)   **SCORE**

Number of Attendees: Potential to cost effective a reaching a large audience based on ULF requested funds only *(Determined by dividing the ULF request by the estimated number of attendees, for example a proposed event for 100 people wherein the organizers ask for the full $3000 from ULF results in a ratio of $30:1)* **(expectations of attendance are adjusted for speakers at Roundrock campus)**	**Missing Content / Too Costly:** Not enough details or cost ratio exceeds $500:1 SCORE: 0	**Low Potential:** High cost to audience ratio (no more than $500:1) SCORE: 1	**Moderate Potential:** Cost to audience ratio (up to $100:1) *Adjusted for Roundrock: up to $200:1* SCORE: 2	**High Potential:** Cost to audience ratio (up to $15:1) *Adjusted for Roundrock: up to $25:1* SCORE: 3	**Exceptional Potential:** Cost to audience ratio ($5:1 or better) *Adjusted for Roundrock: up to $10:1* SCORE: 4	
Relevancy of Topic: The proposal describes how the topic/speaker will create a relevant, timely event of interest to the TXST community.	**Missing Content / Not Enough Details to Determine** SCORE: 0	**Low Relevancy:** Topic is relevant to select participants who share a specialized interest SCORE: 1	**Relevant:** Topic is relevant to a subset of the TXST community SCORE: 2	**Strong Relevancy:** Topic is relevant to the TXST community at large SCORE: 3	**Exceptional Relevancy:** Timely topic that is critically relevant to the TXST community at large SCORE: 4	
Broad Interest: Potential that Speaker/Topic will Attract a Varied Audience *(e.g., multidisciplinary, cross-disciplinary across departments/colleges)*	**Missing Content / Not Enough Details to Determine** SCORE: 0	**Low Draw:** Expectation to draw in audience from only a single program / class / content area SCORE: 1	**Moderate Draw:** Expectation to draw in audience from multiple courses within a single department / discipline SCORE: 2	**Strong Draw:** Expectation to draw in audience from multiple departments / disciplines SCORE: 3	**Exceptional Draw:** Explicit expectation to draw in audience from multiple disciplines / colleges SCORE: 4	
Scope of Attendees: Potential that Speaker/Topic will attract a variety of student groups *(e.g., undergrad, grad, first-gen, veterans, other)*	**Missing Content / Not Enough Details to Determine** SCORE: 0	**Low Potential:** Likely to only engage a single course or single type of student group SCORE: 1	**Moderate Potential:** Likely to engage a subset of similar courses and/or student groups SCORE: 2	**High Potential:** Expectation to attract students from a subset of disciplines or levels SCORE: 3	**Exceptional Potential:** Likely to attract multiple types of students across disciplines and levels SCORE: 4	
External Reach: Potential to Reach a Community/External Audience	**Missing Content / Not Enough Details to Determine** SCORE: 0	**Low Potential:** No explicit intention to interest or engage with community members outside of TXST SCORE: 1	**Moderate Potential:** Topic/Event may be of interest to select community members outside of TXST SCORE: 2	**High Potential:** Implied connections between the event ant the community beyond TXST SCORE: 3	**Exceptional Potential:** Explicit connections between event and community beyond TXST SCORE: 4	

Topic/Speaker Involvement (26.32%)

Active Scholarly Dialog: Direct involvment of TXST community in scholarly dialogue before/during the program *(e.g., activities including students/faculty/staff)*	**Missing Content / Not Enough Details to Determine** SCORE: 0	**Low Potential:** Incomplete plans include optional dialog among TXST attendees related to event SCORE: 1	**Moderate Potential:** Plans include include scholarly dialog involvement with select subset of TXST attendees SCORE: 2	**Strong Potential:** Generalized plans for how TXST attendees will be engaged in related scholarly dialog SCORE: 3	**Exceptional Potential:** Explicit plans detailing how all TXST attendees will be engaged in related scholarly dialog SCORE: 4	

Criteria	Missing Content / Not Enough Details to Determine	Low/Limited/Adequate	Moderate/Good	Strong	Exceptional	Score
Speaker Involvement Beyond Lecture: Direct speaker involvement with scholarly interactions before/during/after program *(e.g., activities including the speaker)*	**Missing Content / Not Enough Details to Determine** SCORE: 0	**Low Potential:** Speaker will provide content that may be used for dialog, but will not directly participate SCORE: 1	**Moderate Potential:** Speaker will interact with only a subset of the full audience *(e.g., Q&A restrcted to select participants, interactions with one class post lecture)* SCORE: 2	**Strong Potential:** Speaker will be actively involved in dialog with most of the audience members present *(e.g., publically open Q&A)* SCORE: 3	**Exceptional Potential:** Provided plans explictly articulate that the Speaker will be <u>actively involved</u> in dialog with <u>all</u> audience members present in some manner SCORE: 4	
Continued Reflection: Plans for Dialogue/Reflectionamong TXST community beyond/after the Presentation/Q&A *(e.g., could involve classes, student organizations, faculty meetings, etc., in which the topic is further considered beyond the main lecture)*	**Missing Content / Not Enough Details to Determine** SCORE: 0	**Low Potential:** Vague or no clear plan for additional scholarly activities beyond the primary lecture SCORE: 1	**Moderate Potential:** Limited or generic plans for additional scholarly reflection activities beyond the primary lecture SCORE: 2	**Strong Potential:** Plans provided for additional scholarly reflection through follow-up activities beyond lecture SCORE: 3	**Exceptional Potential:** <u>Explicit</u> plans detailing how additional activities related to lecture will be integrated beyond the proposed experience for continued reflection SCORE: 4	
University Mission and Shared Values: Clear connection are made on how the event will advance TXST's mission and shared values	**Missing Content / Not Enough Details to Determine** SCORE: 0	**Limited Connection:** One connection on how event will advance mission / values SCORE: 1	**Moderate Connections:** Two connections on how the event will advance mission / values SCORE: 2	**Strong Connections:** Three clear connections on how the event will advance mission / values SCORE: 3	**Exceptional Connections:** <u>More than Three</u>, explicit connections SCORE: 4	
Speaker Biography: The speaker is well suited to present on the topic and has National / International recognition	**Missing Content / Not Enough Details to Determine** SCORE: 0	**Adequate Speaker:** Speaker is new to the field, may not be well known, and/or most accomplishments are local/regional SCORE: 1	**Good Speaker:** Speaker is established within the topic field with limited national recognition SCORE: 2	**Strong Speaker:** Speaker is respected in the topic field and recognized for national accomplishments (limited international recognition) SCORE: 3	**Exceptional Speaker:** Speaker is well respected in the topic field and recognized for multiple international accomplishments SCORE: 4	

Event Logistics (26.32%)

Criteria	Missing Content / Not Enough Details to Determine	Low	Moderate	Strong	Exceptional	Score
Event Planning: Details descibe the specifics of event details and planning to ensure the feasibility of success.	**Missing Content / Not Enough Details to Determine** SCORE: 0	**Low Potential:** Vague description of how the event is being planned and what will take place during SCORE: 1	**Moderate Potential:** Generaliazed description of how the event is being planned and what will take place before/during/after SCORE: 2	**Strong Potential:** Description of all event details being planned, agenda, and including scholarly activities before/during/after SCORE: 3	**Exceptional Potential:** High quality and <u>thorough details</u> provided to ensure <u>feasibility</u> of event as intended SCORE: 4	
Established Contact with Speaker	**Missing Content / Not Enough Details to Determine** SCORE: 0	**Low Potential:** Contact details available, but not yet contacted SCORE: 1	**Moderate Potential:** Set an appointment to meet with speaker, but not yet connected SCORE: 2	**Strong Potential:** Already contacted publicist, but not speaker directly SCORE: 3	**Exceptaional Potential:** <u>Active</u> communication lines established with speaker SCORE: 4	

Tentative Commitment by Speaker	**Missing Content / Not Enough Details to Determine** SCORE: 0	**Low Potential:** Speaker has not yet committed to the events, but has expressed an interest SCORE: 1	**Moderate Potential:** Speaker has tentatively committed to the event SCORE: 2	**Strong Potential:** Speaker has committed to the event (dates pending) SCORE: 3	**Exceptional Potential:** Speaker has <u>committed</u> to the event (and set dates) SCORE: 4	
Marketing Plan: The organizers have crafted a multifaced marketing plan to reach their intended audience	**Missing Content / Not Enough Details to Determine** SCORE: 0	**Low Potential:** Marketing plan has issues that may cause potential problems with plan feasibility SCORE: 1	**Moderate Potential:** Limited or single strategy marketing plan SCORE: 2	**Strong Potential:** Generalized but broad marketing plan SCORE: 3	**Exceptional Potential:** <u>Multifaceted</u> and detailed plan to offer marketing to intended audience through multiple means SCORE: 4	
Detailed Recruitment Plan: The organizers have considered a purposeful approach to reach their intended audience in a timely manner to promote event participation	**Missing Content / Not Enough Details to Determine** SCORE: 0	**Low Potential:** Generalized plan on a tight timeline SCORE: 1	**Moderate Potential:** Generalized plan that will reach a large group in a timely manner SCORE: 2	**Strong Potential:** Purposeful plan to reach intended audience in a timely manner SCORE: 3	**Exceptional Potential:** <u>Explicit</u> purposeful plan to reach intended audience in an effective and timely manner to faciliate maximum participation SCORE: 4	

Collaboration/Budget (21.04%)

Budget Justification: The justification for the budget is complete and appropriate for the event to lend toward a successful event	**Missing Content / Not Enough Details to Determine** SCORE: 0	**Low Justification:** General justification provided, but missing elements SCORE: 1	**Moderate Justification:** General justification provided for all needed funds SCORE: 2	**Strong Justification:** Justification provided for all needed funds to have a successful event SCORE: 3	**Exceptional Justification:** <u>Detailed</u> and clearly articulated budget justification to support <u>all needed expenses</u> SCORE: 4	
Collaboration: The organizers have secured collaborations across university units/outside of TXST to support the event. *(e.g., funding, nonmonitary activities such as, but not limited to: involvement of classes, in kind services, marketing/recruitment, planning)*	**No Collaboration** SCORE: 0	**Low Collaboration:** Lecture-related activities shared within a single program / department / organization SCORE: 1	**Moderate Collaboration:** Lecture-related activities shared across at least two programs / organizations *(may be within same department)* SCORE: 2	**Strong Collaboration:** Lecture-related activities shared across at least two separate departments / organizations SCORE: 3	**Exceptional Collaboration:** Lecture-related activites shared across at least two colleges SCORE: 4	
Co-Sponsor(s): The organizers have obtained outside of University Lecturers Funds	**No Co-Sponsors:** No commitment beyond University Lecturers Funds (ULF) (0) SCORE: 0	**Low Co-Sponsorship:** One sponsor beyond ULF SCORE: 1	**Moderate Co-Sponsorship:** Two sponsors beyond ULF SCORE: 2	**Strong Co-Sponsorship:** Three sponsors beyond ULF SCORE: 3	**Exceptional Co-Sponsorship:** <u>Four or more</u> sponsors beyond ULF SCORE: 4	

Committed Funding: Additional funds have been committed outside of the ULFs to successfully host the event	Missing Content / Not Enough Details to Determine SCORE: 0	Low Commitment: Shared funding covers 1-15% of total budget SCORE: 1	Moderate Commitment: Shared funding covers 16-30% of total budget SCORE: 2	Strong Commitment: Shared funding covers 31-50% of total budget SCORE: 3	Exceptional Commitment: Shared funding covers 51% or more of total budget SCORE: 4	

	Earned Score	0	(x 1.31578948 weight)		Total Score	0.00

*Rubric score totals will be listed in ranked order. The committee will recommend as many proposals judged to merit funding as the budget allows, starting with the top-ranked proposal and progressing through the ranked list. Proposals must follow articulated guidelines on formatting and length as well as earn a minimum average of **70 points weighted score** per reviewer to be considered for funding.*