

Evaluation Criteria-Express Outreach Awards-Burdick

Factors to be Used in Evaluating Proposals

Proposals will be evaluated by NN/LM MCR reviewers according to the following list of criteria. Requests for clarification and/or revision may be asked of proposal writers as determined by reviewers.

Criteria	Points	Point Rational	Questions
Evidence of qualified personnel and organizational resources, including partnerships, to assure completion of the project in a 18-month period (20 points)	20	Qualified personnel, clear commitment from area libraries, strong community interest	
Evidence of need for the project and involvement of the target audience in determining need(s) (10 points)	8	Target audience not involved in determining need for exhibit and accompanying programs	
<p>Well defined target population that includes at least one NN/LM priority audience (10 points)</p> <p>Priority Audiences:</p> <ul style="list-style-type: none"> ▪ Share a common ethnicity, language, culture or history (i.e., African Americans, Native Americans, Alaska Natives, Hispanic Americans, Asian Americans and Pacific Islanders). ▪ Are disproportionately affected by: HIV/AIDS, diabetes, heart disease, breast and lung cancer, hypertension, stroke, obesity, tuberculosis, syphilis, injuries, suicide, homicide, infant mortality, teen births, low birth weight and lack of prenatal care. ▪ Are medically underserved and located in a rural or urban area ▪ Lack access to language and culturally appropriate consumer health information, both print and electronic. ▪ Have a high percentage of people living in poverty. 	10	Outreach effort aimed toward underserved, inner city residents, many of whom are low income. Children and adolescents are targeted.	

Criteria	Points	Point Rational	Questions
Goals & outcomes that can reasonably be accomplished and sustained beyond the project period (10 points)	10	Offer inspiration and encouragement to young people, encourage women and minorities to apply to medical school and encourage young people to consider health fields as career choices are the goals. The libraries commit to future children's programming, career programming and community service that will continue to encourage and highlight opportunities.	
Project plan that clearly indicates specific steps to be accomplished to fulfill objectives (20 points)	20	Project plan is clear, specific and clearly articulated.	
Clear evaluation strategies to measure and assess outcomes and determine the project's success (20 points)	18	Report attendance at programs by age for children, also count health professional and community members. Use a survey with young people to determine their interest in medicine. No measure of whether the exhibit and programming encourages medical school applications.	
Budget plan that is complete, clear, and well justified to complete the project (10 points)	8	Budget is justified based upon activities. Detailed budget discussion on page 3 does not match figures on page 7; need to clarify	

TOTAL POINTS	94	
Do you think this project should be funded?	Yes. The exhibit is a valuable resource for the citizens of Kansas City. The additional programming takes advantage of the Kansas City and Missouri medical communities and the support of medical libraries in the area adds value to the project.	

Evaluation Criteria-Express Outreach Awards—Application 1 (Amrita Burdick)

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Criteria	Points	Point Rational	Questions
Evidence of qualified personnel and organizational resources, including partnerships, to assure completion of the project in a 18-month period (20 points)	20	Evidence of established partnerships, scheduled speakers, series of planned programs within the time frame.	
Evidence of need for the project and involvement of the target audience in determining need(s) (10 points)	10	Letters of support from community organizations and willingness of sponsoring medical libraries and KU Pathology Dept. to support the programs.	
Well defined target population that includes at least one NN/LM priority audience (10 points) Priority Audiences: <ul style="list-style-type: none"> ▪ Share a common ethnicity, language, culture or history (i.e., African Americans, Native Americans, Alaska Natives, Hispanic Americans, Asian Americans and Pacific Islanders). ▪ Are disproportionately affected by: HIV/AIDS, diabetes, heart disease, breast and lung cancer, hypertension, stroke, obesity, tuberculosis, syphilis, injuries, suicide, homicide, infant mortality, teen births, low birth weight and lack of prenatal care. ▪ Are medically underserved and located in a rural or urban area ▪ Lack access to language and culturally appropriate consumer health information, both print and electronic. ▪ Have a high percentage of people living in poverty. 	5	There is a shared common history (women in medicine) and the exhibits and programs will take place in close proximity to poor urban neighborhoods with minority populations which they hope to attract to some of the programs.	If the NLM exhibit is housed at KU, will there be efforts made to draw neighborhood youth to any programs at UMKC SOM or KCUMB?

Criteria	Points	Point Rational	Questions
Goals & outcomes that can reasonably be accomplished and sustained beyond the project period (10 points)	5	This program is meant to "introduce, encourage, and highlight existing opportunities" for career pathway programs.	Will there be any attempt to determine whether participation in health careers by females, or by anybody exposed to these exhibits and programs, was influenced in a positive way? Will long-term follow-up be possible to learn whether students actually pursued health careers?
Project plan that clearly indicates specific steps to be accomplished to fulfill objectives (20 points)	20	Much planning has already been done; with this funding the hoped-for speakers and programs can be supported. The plan appears to be well thought out, and specific.	
Clear evaluation strategies to measure and assess outcomes and determine the project's success (20 points)	15	Attendance statistics, a record of related activities among community groups, and a survey of interest in medicine for youth group attendees. It is not entirely clear how well this project will evaluate the success of their goal "to encourage health career paths for young females."	
Budget plan that is complete, clear, and well justified to complete the project (10 points)	8	Reporting of costs is not entirely clear. The project as planned is expected to cost \$6625 and the NN/LM is asked to fund \$6000 of this.	Will the three medical schools or any other area health career schools be contributing to the financial support of this program?
TOTAL POINTS	83		
Do you think this project should be funded?	Yes, probably. Increased participation of women and minorities in health care leadership, medical care, and research could reduce healthcare disparities over time. Full disclosure: my name appears in this application as a potential unpaid speaker to a related organization (area medical librarians) on women physician's autobiographies. Beyond a tentative agreement given over a year ago to be willing to speak on this subject, I have had no involvement in the project.		