Program Assessment Rubric

Evidence of Strategic Relevance

- Aligns with strategic priorities:
  - Advance member careers.
  - Promote engagement of members and stakeholders.
- Enhances the visibility and relevance of MRS to members and stakeholders.
- Provides either unique or superior benefits compared to the competition.
- Helps MRS evolve rapidly to remain at the forefront of professional societies in a changing competitive landscape.

→ *Identify expected and/or realized program outcomes, noting their alignment with the desired program characteristics described above.*

Rubric: Strategic

Rating	Program Characteristics
5	The activities are highly likely to produce quantifiable outcomes that the strategic plan explicitly aims to promote.
4	The activities are likely to promote multiple outcomes that the strategic plan aims to promote, either explicitly or implicitly.
3	Likely to promote one or more outcomes consistent with the strategic plan. Outcomes may need refinement. Opportunity cost should be considered.
2	Connection to the strategic plan is not evident. The program outcomes are vague and/or not quantifiable. Opportunity cost should be carefully considered.
1	Activities may work against outcomes that the strategic plan aims to promote.

Strategic

Unaligned

Evidence of Program Effectiveness

Have the proposed goals and/or milestones been achieved? To what extent?

How has the program leveraged existing capabilities? Has the program required new types of effort?

What challenges or problems have been encountered?

Has program effectiveness been limited by resources available or unforeseen factors? Are changes in approach or funding needed?

What risks are foreseen, and what mitigation strategies are in place or being considered?

→ *Provide evidence of program effectiveness by addressing the first two questions. The third question should be answered as needed, and the fourth question concerns future performance of new or ongoing proposals.*

Rubric: Effectiveness

Rating	Program Characteristics
5	Highly effective in promoting outcomes, with evidence of best practices in program design and execution.
4	Effective in promoting intended outcomes.
3	Moderately effective. Outcomes would likely improve with changes in design and/or execution, both of which should be reviewed.
2	Marginally effective. Changes in design or execution are necessary to consider continuation.
1	Ineffective. Program is poorly designed and executed.

Effective

Ineffective

Evidence of Relevance to MRS's Core

- Who is the primary audience?

- Who are the primary stakeholders?

- How many of each are reached by the program?

- What feedback (surveys, focus groups, etc.) do we have from each?

→ *Provide quantitative data and projections*

Rubric: "Core"

Rating	Program Characteristics
5	Engages and is valued by significant fraction of multiple MRS constituencies. MRS would be a fundamentally different experience for most without this program.
4	Engages and is valued by significant fraction of a key MRS constituency. For them, MRS would be a fundamentally different experience without this program or activity.
3	Is valued by moderate fraction of a key MRS constituency, or is valued by a moderate fraction of MRS members overall. They would miss this program or activity.
2	Is valued by a marginal fraction of some constituency, but engagement and experience would be the same for most, even in the absence of this program or activity.
1	There is not a significant fraction of any key constituency that considers this program or activity relevant to their engagement with MRS .

Core

Peripheral

Scorecard

STRATEGIC	*Advances the strategic plan*			
	Primary Aim:			
	Secondary Aim:			
	Tertiary Aim:			
CORE	*Engages a key constituency*	Number Served	Fraction Served	
	Primary Constituency:			
	Secondary Constituency:			
	Additional Constituency:			
EFFECTIVE	*Achieves specified goals*		Met/Partial/Not Met	
	KPI 1:			
	KPI 2:			
	KPI 3:			
COST	*Generates or uses net*	Program Area	This Activity	
	Revenue			
	Direct Expenses			
	Net Direct Expenses			
	Labor cost			
	Volunteer Hours/# of Volunteers			
	Net			
Total				0

Assessment Guidance

Score	Impact band	Recommended Action
11-15	Significant	Maintain; consider additional investment as warranted
8-10	Moderate	Look to gain efficiencies/effectiveness and/or add value
5-7	Marginal	Look to sunset in x yrs.
1-4	Adverse	Discontinue