Appendix #2

CRITERIA FOR ASSESSING OUTREACH

I. Description

A. Summary

1. Describe the nature of the activity and the participants. What human need(s), societal problem(s), issue(s) or concern(s) was/were addressed?
2. What faculty and staff were involved in the outreach activity?
3. What were the distinct benefits/outcomes produced by the activity?

B. Objectives

1. What specific objectives were accomplished?

C. Methodology

1. What methodology was employed in the activity?
2. Is the methodology a standard or generally accepted methodology in the discipline?

D. Contribution

1. What is unique about the activity?
2. What were the lessons learned that can be used with wider audiences?

E. Deliverables

1. Was the deliverable(s) of the activity a report submitted to the audience, a live presentation or telecast, a videotape, or other means of communicating the intended knowledge? Describe the deliverable.

II. Resources Used

A. Individual's Contribution

1. What contribution to the activity did the applicant make?
2. Were others involved in the activity?

B. Expertise

1. Was the expertise used in the activity specific to the applicant's discipline? Explain.
2. Was the expertise used in the activity acquired through intensive training and or research? Explain.

C. Physical

1. Where was the work performed?
2. What university-supported physical resources were used?

D. Funding
1. Who supplied the funding for the activity?
2. Was the funding intended to be a seed grant?
3. For what purposes was the funding used?

E. Other

III. Mission Compatibility

A. Unit Compatibility

1. Was the activity compatible with the university unit (i.e., department, college/school mission)? Explain.
2. Did the activity complement the teaching and research missions of the unit? How?

B. Discipline Compatibility

1. How was the activity compatible with the applicant's discipline?
2. Did the activity demonstrate linkage between the discipline and the societal/human problems? Explain.
3. What new knowledge was generated for the discipline and/or audience?

IV. Impact

A. Description of the Audience

1. What are the distinguishing attributes of the audience?
2. How many individuals were impacted by the activity?

B. Quantitative Results

1. Direct Beneficiaries (client)
   a. What short-term (less than 1 year) quantitative results describe the Impact on the client (e.g., jobs, profit, costs, waste, etc.)?
   b. What is the long-term (more than 1 year) impact on the client?

2. Indirect beneficiaries
   a. What groups will indirectly benefit from the activity (e.g., Federal, state, and local governments)?
   b. How will these groups benefit (e.g., increased tax revenues, secondary jobs created)?

C. Qualitative Results

1. Direct Beneficiaries
   a. What qualitative benefits will accrue to the client (e.g., learning a new skill, improved quality of life, appreciation of cultural event)?

2. Indirect Beneficiaries
   a. What evidence exists that the local public response was favorable (e.g., critical reviews by knowledgeable scholars/critics)?
   b. What evidence exists that the activity resulted in national or international impact (e.g., publications in journals)?
   c. How can the activity benefit other groups indirectly (e.g., demonstrating
the activity to students enrolled in courses)?

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