**Rubric for Evaluating Online Program Seed Funding Proposals**

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|  |  | Omitted | Issue recognized  but not adequately developed | Carefully addressed |
| Is the need for program identified (including factors such as alignment with state/national employment projections, areas of high demand)? |  |  |  |  |
| Is the target audience clearly defined? |  |  |  |  |
| Is the target audience adult students attracted to blended learning? |  |  |  |  |
| Is the program in demand (including being offered at other campuses in the state or elsewhere)? |  |  |  |  |
| Have the instructors been identified? |  |  |  |  |
| Has instructional support, such as TA’s been identified? |  |  |  |  |
| Have technical support systems been identified? |  |  |  |  |
| Was accessibility of the program addressed? |  |  |  |  |
| Was a realistic timeline clearly defined for faculty development of courses and delivery of courses? |  |  |  |  |
| Has the department demonstrated departmental readiness for blended and online instruction? |  |  |  |  |
| Is there a commitment to faculty development and quality assurance? Including one of the following:  Course(s) promote active learning  Course(s) encourage community of  learners  Courses contribute to overall program  Student support needs identified  Student learning outcomes identified |  |  |  |  |
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| Will the program advance UWM’s strategic position in the online marketplace? |  |  |  |  |

Notes: