applicable Federal cost principles, and is not prohibited under any applicable Federal statute? Are salaries of project personnel who will be working on the project in proportion to the effort they will devote to the project?

(7) Alternative Distance Learning Technologies—20 points.

Is there a plan for development and employment of alternative distance learning technologies including, but not limited to, internet, multimedia, audio/visual, and other telecommunications technologies?

(8) Learner and Program Support—20 points.

Is there provision of learner and program support?

(9) Innovation—20 points.

Is there a plan for innovation application of distance delivery including, but not limited to, approaches in reaching audience; methods of connectivity and/or interaction; use of existing resources; and innovations in the teaching-learning transaction?

(10) Infrastructure— 20 points.

Is a framework present representing both the technological and human infrastructure including, but not limited to, technical trouble-shooting, scheduling and operation?

(11) Marketing—20 points.

Is there a marketing plan which includes a rationale for promotional effort, logistical considerations, and convincing tie to needs assessment?

(12) Cost-Benefit—20 points.

Is there a cost-benefit analysis of the proposed project, including comparison to other delivery methods, relative benefit to learner, and staffing costs versus benefits?

(b) Innovative Program Development/ Production

Evaluation Criterion and Weight

(1) Project Need—10 points.

Each proposal must contain a clear and concise statement identifying the background and situation leading to the project need, goal(s), and supporting objectives.

(2) Audience Description—10 points.

Is the targeted audience(s) for whom the project will be designed adequately described, including pertinent history identified in need, demographics, and expected impact on audience?

(3) Partnerships and Collaboration— 10 points.

Are the partnerships and collaborations fostered through this project including expected impact and benefit to those involved such as learner, institution, agency, state, and nation adequately described?

(4) Staffing Pattern and Procedure—10 points.

Is the staff needed for project administration, instructional design/curriculum development, production, evaluation, and marketing/promotion adequately described? Does the narrative demonstrate that the staffing and implementation procedure will result in an integrated approach involving content specialists, instructional designers, and quality production resources, and that the individuals are qualified to perform these roles. Is there an outline (management plan) demonstrating integration?

(5) Project Sustainability—20 points.

Does the proposal include convincing evidence of the project's ability to continue and grow after receiving the funding?

(6) Budget—10 points.

Is there a budget and a detailed narrative in support of the budget included in the proposal? Are the following funding sources and itemized costs shown by the following line items: Salary costs, fringe benefits costs, equipment, materials and supplies, travel, publication/printing/duplication costs, computer costs, and all other costs. Is less than 10 percent of the funds requested for equipment?

Are all items or services for which support is requested identified as necessary for successful conduct of the project, is allowable under the authorizing legislation and the applicable Federal cost principles, and is not prohibited under any applicable Federal statute? Are salaries of project personnel who will be working on the project in proportion to the effort they will devote to the project?

(7) Specific Learning Objectives—20 points.

Are learning objectives stated in terms of behavioral changes expected to occur in the audience(s) based on participation in the program?

(8) Instructional Methodology/Strategies—30 Points.

Is the instructional/educational method or strategy to be implemented fully explained, including appropriateness for audience and learning environment. Does the explanation demonstrate knowledge of how people learn and/or interact in a mediated environment?

(9) Content/Curriculum—10 points.

Is a detailed outline of subject-matter content/curriculum included in the proposal?

(10) Production Techniques—10 points.

Is a detailed explanation of how the production techniques used in

producing and delivery of program included. Is it clear how subject-matter content, instructional method/strategy, and production will be integrated?

(11) On-Site Activities—20 points.

Is there an innovative design for implementation of on-site or personal learning environment, including creative design and implementation plan for support materials and enrichment activities for on-site and personal learning environment?

(12) Interactivity—10 points.

Is there a full description of the expected level of interactivity necessary based on principles underlying teaching-learning transaction, sound instructional design, and mode of delivery used?

(13) Program Evaluation—20 points.

Are both formative and summative design for evaluating success in meeting learning objective(s) listed? Is there convincing evidence that the described strategy for evaluating overall effectiveness of program measure teaching and learning, behavior change/problem-solving, immediate application, meeting learner need, and potential for replication?

(14) Marketing Plan—10 points.

Does the marketing plan include a rationale for promotional effort, logistical considerations, and convincing tie to needs assessment?

(c) Capacity Building

Evaluation Criterion and Weight

(1) Project Need—10 points.

Each proposal must contain a clear and concise statement identifying the background and situation leading to the project need, goal(s), and supporting objectives.

(2) Audience Description—10 points.

Is the targeted audience(s) for whom the project will be designed adequately described, including pertinent history identified in need, demographics, and expected impact on audience?

(3) Partnerships and Collaboration— 10 points.

Are the partnerships and collaborations fostered through this project including expected impact and benefit to those involved such as learner, institution, agency, state, and nation adequately described?

(4) Staffing Pattern and Procedure—10 points.

Is the staff needed for project administration, instructional design/curriculum development, production, evaluation, and marketing/promotion adequately described? Does the narrative demonstrate that the staffing and implementation procedure will result in an integrated approach