

2026 Education and Business Summit Proposal Rating Rubric Reader Evaluation

INSTRUCTIONS:

Comments: Provide specific, positive and relevant suggestions and comments for all proposals. Stay focused on the proposal itself and use moderate, temperate and clear language to provide feedback for how the proposal could be improved.

Guidelines: Well written, includes complete description with background information, overview of the presentation and description of format.

Consider: Learning outcomes, relationship of program to the conference theme, methods of audience involvement and familiarity and background of the presenters with the subject matter

Includes an outline of the presentation

Describes intended learning outcomes for participants

Describes the institution and /or presenters

Ask yourself: Are the objectives and learning outcomes clearly stated?

Is the subject matter "timely?"

Does the presenter offer a creative approach?

Would you be interested in attending this session? Why or why not?

How adaptable are the presenter's ideas to various settings?

Does the writer convince you that s/he has the knowledge/expertise to present on such a topic?

While this topic may have been covered many times before ("fatigue" factor), does this presentation offer a novel approach?

Are the proposal and abstract well written with no grammatical or typographical errors?

SEE PROPOSAL RUBRIC ON FOLLOWING PAGES



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Proposals must be well written with no grammatical or typographical errors. Proposals should include complete descriptions with information on the institution and/or presenters, background information and overview of the presentation. Proposals can include the intended audience for their session. Proposals should also include participants' intended learning outcomes, relationship of program to the conference theme, methods of audience involvement and familiarity and background of the presenters with the subject matter.

Criteria	1 Does not meet Expectations	2 Below Expectations	3 Satisfactory	4 Good	5 Excellent	Not Applicable
Interest: Would there be a high level of interest in this session?	This session would not be of interest / cannot identify an audience for this session.	Although an audience is identified, it is not clear why attendees would want to attend this session.	This session has a clear audience and general rationale why attendees would attend.	This session sounds as though it would prove interesting to clearly identifiable groups of attendees.	This session would be highly interesting. There would be a good audience for this session.	
Application: Would these ideas be adaptable to other institutions?	The framework for this session seems limited to the institutional context.	This session could apply to certain institutions.	This session could be adapted to a number of institutions.	This session has the potential of being applicable to other institutions.	The session clearly is highly adaptable to various settings	
Clarity: Are the abstract and purpose of the proposed session well-articulated?	The goals and objectives of the session are not clear at all.	The goals of the session are clear, but it is not clear how the objectives will be met.	The goals and objectives of the session are mentioned.	The goals and objectives of the session are stated and explained.	The goals and objectives of the session are made abundantly clear and explained well.	

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Criteria	1 Does not meet expectations	2 Below Expectations	3 Satisfactory	4 Good	5 Excellent	Not Applicable
Creativity: Would this introduce new ideas, approaches, and concepts?	The session presents a topic that is often repeated and presents a fatigue factor	This session presents one or two new ideas that could be helpful.	This session offers a number of new ideas, approaches or concepts.	This session offers a new perspective along with new ideas, approaches or concepts.	This session (is transformative) and offers a novel approach	
Relevance: Is this topic relevant to current advising issues?	The subject matter is dated.	The subject matter contains a few ideas that are current.	The subject matter involves topics of current interest.	The subject matter is timely.	The subject matter is timely and offers advancement to the field of advising.	