

		<b>4: Exceptional</b>	<b>3: Satisfactory</b>	<b>2: Developing</b>	<b>1: Unsatisfactory</b>
<b>25%</b>	<b>Articulates business needs/challenges and impact</b>	Clearly identifies one or more specific business needs and explains why they are important. It should also show a strong understanding of how the challenge will impact the business, using quantifiable metrics if possible.	Identifies a business need and explains its importance, but it could be less specific or detailed than an exceptional response. The impact on the business could also be explained in more general terms.	Identifies a business need, but it not clear as to why it is important. The impact on the business would also be vague or missing altogether.	Does not identify a clear business need or explain how it would impact the business.
<b>15%</b>	<b>Clear identification of technologies and products used</b>	Clearly identifies multiple products or technologies and explains how these products or technologies are used to solve business challenges.	Identifies one or more products or technologies but is not as clear about how they are used to solve the business challenge.	Identifies a single product or technology, and it is unclear as to how it helps solve the organization's business challenge.	Does not identify any products or technologies that could be used to address business challenges
<b>30%</b>	<b>Ability to measure program results and provide data</b>	Provides significant qualitative and quantitative data and a clear demonstration of influence on decision-making and improved program effectiveness.	Provides qualitative and quantitative data and a demonstration of influence on decision-making, but with less detail and analysis than an exceptional response.	Provides some qualitative a data but does not clearly demonstrate influence on decision making or effectiveness.	Does not provide qualitative or quantitative data.
<b>30%</b>	<b>Identified clear goals for growth and objectives for achieving them</b>	Clearly identifies specific goals for growth and objectives for achieving them, and directly correlates these to the technologies and data articulated in the rest of their submission.	Identifies some goals for growth and objectives for achieving them, but not as specific or detailed as an exceptional response. The response might also explain how these goals and objectives will be measured, but it could be vague.	Identifies some goals for growth, but it would not be clear how these goals would be achieved. The response might not mention any objectives.	Does not share future goals or initiatives, or goals for achieving them.