Rubric Detail

	Levels of Achievement				
Criteria	**Unsatisfactory**	**Developing**	**Acceptable**	**Accomplished**	**Exemplary**
Income	**0 to 19 points** Proposed income not defined. Specific revenue generating items are not identified. Cost per unit is not identified. Income is not projected for at least three years. Calculations are not accurate.	**19.2 to 20.5 points** Proposed income is loosely defined. Specific revenue generating items are identified, but some aspects are missing. Cost per unit is reasonable, but not aligned with national and/or local data, the literature. Income is projected for at less than three years. Some calculations are accurate, but there are many errors.	**20.7 to 22 points** Proposed income is defined, but lacks clarity. Specific revenue generating items identified, but could be strengthened or clarified. Cost per unit is reasonable and loosely aligned with national and/or local data, supported by the literature. Income is projected for at three years. Calculations are mostly accurate.	**22.2 to 23.5 points** Proposed income is defined. Specific revenue generating items identified. Cost per unit is reasonable and mostly aligned with national and/or local data, supported by the literature. Income is projected for at least three years. Calculations are accurate with few minor errors.	**23.7 to 25 points** Proposed income is well defined. Specific revenue generating items identified. Cost per unit is reasonable and aligned with national and/or local data, supported by the literature. Income is projected for at least three years. Calculations are accurate.
Expenses	**0 to 19 points** Proposed expenses not defined. Specific expense generating items are not identified. Cost per unit is not identified. Expenses are not projected	**19.2 to 20.5 points** Proposed expenses are loosely defined. Specific expense generating items are identified, but some aspects are	**20.7 to 22 points** Proposed expenses are defined, but lacks clarity. Specific expense generating items identified, but could be	**22.2 to 23.5 points** Proposed expenses are defined. Specific expense generating items identified. Cost per unit is reasonable and mostly	**23.7 to 25 points** Proposed expenses are well defined. Specific expense generating items identified. Cost per unit is reasonable and aligned

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	for at least three years. Calculations are not accurate.	missing. Cost per unit is reasonable, but not aligned with national and/or local data, the literature. Expenses are projected for at less than three years. Some calculations are accurate, but there are many errors.	strengthened or clarified. Cost per unit is reasonable and loosely aligned with national and/or local data, supported by the literature. Expenses are projected for at three years. Calculations are mostly accurate	aligned with national and/or local data, supported by the literature. Expenses are projected for at least three years. Calculations are accurate with few minor errors.	with national and/or local data, supported by the literature. Capital equipment costs and overhead/office expenses identified. Expenses are projected for at least three years. Calculations are accurate.
Capital Purchases	**0 to 19 points** Capital purchase(s) are not appropriate for the proposed budget. Cost is not included.	**19.2 to 20.5 points** Capital purchase(s) are primarily not appropriate for the proposed budget. Cost is not supported by the literature.	**20.7 to 22 points** Some capital purchase(s) are appropriate for the proposed budget. Cost is loosely supported by the literature and projected for at least three years, if applicable.	**22.2 to 23.5 points** A majority of capital purchase(s) are appropriate for the proposed budget. Cost is supported by the literature and projected for at least three years, if applicable.	**23.7 to 25 points** All capital purchase(s) are appropriate for the proposed budget. Cost is well supported by the literature and projected for at least three years, if applicable.
Total Profit	**0 to 11.4 points** Total profit per unit is not identified.	**11.5 to 12.3 points** Total profit per unit is poorly identified. Proposed budget results indicate a positive or negative revenue stream.	**12.4 to 13.2 points** Total profit per unit is identified, but some aspects lack clarity, and is projected for at least three years. Proposed budget results	**13.3 to 14.1 points** Total profit per unit is identified and is projected for at least three years. Proposed budget results indicate a positive revenue stream.	**14.2 to 15 points** Total profit per unit is well identified and is projected for at least three years. Proposed budget results indicate a positive revenue stream.

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			indicate a positive revenue stream.		
Presents citations and references	**0 to 7.6 points** APA format and citations not utilized.	**7.7 to 8.2 points** Several APA errors.	**8.3 to 8.8 points** Many APA errors.	**8.9 to 9.4 points** Minor APA errors	**9.5 to 10 points** No APA errors.

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