Business Case for a New Economic Opportunity Scoring Guide

CRITERIA	NON-PERFORMANCE	BASIC	PROFICIENT	DISTINGUISHED
Analyze the opportunities and risks relevant to a proposed economic initiative.	Does not identify opportunities and risks relevant to a proposed economic initiative.	Fails to analyze some relevant opportunities or risks, or fails to compare opportunities to risks.	Analyzes the opportunities and risks relevant to a proposed economic initiative.	Analyzes the opportunities and risks relevant to a proposed economic initiative, and impartially considers conflicting data and other perspectives.
Propose ethical and culturally sensitive solutions to address the risks associated with an economic initiative to ensure the future security of a care setting.	Does not propose solutions to address the risks associated with an economic initiative to ensure the future security of a care setting.	Proposes solutions but they are not ethical, not culturally sensitive, not equitable, or fail to sufficiently mitigate identified risks.	Proposes ethical and culturally sensitive solutions to address the risks associated with an economic initiative to ensure the future security of a care setting.	Proposes ethical and culturally sensitive solutions to address the risks associated with an economic initiative to ensure the future security of a care setting, and identifies related assumptions.
Analyze the costs and benefits of a proposed economic initiative over a five-year time horizon.	Does not analyze the costs and benefits of a proposed economic initiative over a five-year time horizon.	Attempts analysis, but misinterprets or fails to complete the template, or fails to create recommendations related to the cost-benefit analysis.	Analyzes the costs and benefits of a proposed economic initiative over a five-year time horizon.	Analyzes the costs and benefits of a proposed economic initiative over a five-year time horizon; and identifies knowledge gaps, unknowns, missing information, unanswered questions, or areas of uncertainty (where further information could improve the analysis).
Propose potential ways to keep costs under control while maximizing the benefits of an economic initiative and ensuring that it remains ethical and culturally equitable.	Does not propose potential ways to keep costs under control while maximizing the benefits of an economic initiative and ensuring that it remains ethical and culturally equitable.	Proposes potential ways to keep costs under control but they are impractical or fails to consider relevant effects on benefits, ethics, or equity.	Proposes potential ways to keep costs under control while maximizing the benefits of an economic initiative and ensuring that it remains ethical and culturally equitable.	Proposes potential ways to keep costs under control while maximizing the benefits of an economic initiative and ensuring that it remains ethical and culturally equitable; and impartially evaluates pros and cons of cost containment.
Justify the relevance and value of the quantitative and qualitative economic, financial, and scholarly evidence used to support recommendations throughout a report.	Does not attempt to justify the relevance and value of the quantitative and qualitative economic, financial, and scholarly evidence used to support recommendations throughout a report.	Attempts to justify the relevance and value of evidence used to support recommendations, but justification lacks logic or clarity.	Justifies the relevance and value of the quantitative and qualitative economic, financial, and scholarly evidence used to support recommendations throughout a report.	Justifies the relevance and value of the quantitative and qualitative economic, financial, and scholarly evidence used to support recommendations throughout a report; and suggests criteria that could be used to evaluate the evidence.

CRITERIA	NON-PERFORMANCE	BASIC	PROFICIENT	DISTINGUISHED
Communicate a business case in a logically structured and concise manner, writing content clearly with correct use of grammar, punctuation, and spelling.	Does not communicate a business case in a logically structured and concise manner, writing content clearly with correct use of grammar, punctuation, and spelling.	Communicates in a manner that is not consistently clear, logically structured, or concise; errors in grammar, punctuation, or spelling distract from the message.	Communicates a business case in a logically structured and concise manner, writing content clearly with correct use of grammar, punctuation, and spelling.	Communicates a business case in a logically structured, clear, concise, and persuasive manner; grammar, punctuation, and spelling are without errors.
Effectively support a report with relevant economic data and scholarly sources, correctly formatting citations and references using current APA style.	Does not effectively support a report with relevant economic data and scholarly sources, correctly formatting citations and references using current APA style.	Includes data or sources that lack relevance, or incorrectly formats citations or references.	Effectively supports a report with relevant economic data and scholarly sources, correctly formatting citations and references using current APA style.	Effectively supports a report with relevant economic data and scholarly sources, correctly formatting citations and references using current APA style. Citations are free from all errors.