

New Organization Review Rubric

Category	1 – Weak	2–3 – Average	4–5 – Strong
Uniqueness of Mission	Mission is identical or very similar to an existing organization at GW SMHS. Activities are likely to duplicate those of another organization.	Mission is similar to an existing organization but offers a somewhat different perspective. Some overlap in activities may exist.	Mission is clearly distinct from existing organizations at GW SMHS. Activities fill a unique niche without unnecessary overlap.
Added Value	Does not address a need or provide meaningful benefit to students or the community.	Addresses a need and is likely to have a moderate positive impact.	Fills a significant unmet need and is expected to have a strong positive impact on the GW SMHS and/or local community.
Sustainability	Lacks long-term relevance, and relies entirely on founders	Moderately likely to maintain relevancy in future years. Lacks concrete strategy for effective leadership transition.	Highly likely to maintain relevancy in future years, and can be sustained beyond term of founders.