

## **Standardized Peer Review Criteria for Sea Grant Communication Proposals Draft by Kurt Byers, Alaska Sea Grant, 2007.**

Score these on a scale from 1 to 5, with 5 the highest/best score. Encourage comments, in addition to rating score.

- Is the mission of the communication project clearly articulated?
- Does the communication proposal/work plan address objectives and strategies found in the host Sea Grant program's strategic plan?
- Does the communication proposal/work plan address goals and objectives in the National Sea Grant College Program and NOAA strategic plans?
- Are audiences, and a rationale for choosing the audiences, for communication activities/products described?
- Does the proposal/work plan explain how the information needs of audiences will be sought?
- Does the proposal/work plan describe appropriate methods that will be used to provide information to the audiences?
- Given the communication project's monetary and staff resources, goals, and objectives, are the best methods identified to carry out communication activities?
- Does the proposal/work plan allow flexibility to promptly react to unanticipated needs and opportunities?
- Does the proposal/work plan explain how the impacts of communication activities/products will be assessed?
- Does the proposal/work plan demonstrate partnerships with Sea Grant researchers and Extension personnel?
- Does the proposal/work plan anticipate important partnerships with non-Sea Grant entities (e.g. government agencies, non-governmental organizations, private industry, academic groups, etc.)
- Does the proposal/work plan demonstrate an intent to exploit emerging communication techniques?
- Does the Communication project adequately support the communication needs of the program's administration?
- Are all communication staff members and their job duties and professional credentials summarized?
- Given their number, job duties, and professional credentials, is it likely that the communication staff can succeed in carrying out the proposed communication activities?
- Does the proposal/work plan identify ways that communication staff will be provided professional development opportunities?
- Is the requested budget adequate for carrying out the proposed communication activities?