Criteria	Poor 1	Needs Improvement 2	Acceptable 3	Good 4	Exemplary 5
UC Master Gardener Program Mission and Core Values *	No or nominal connection	Some elements are present, but project has minimal impact and/or focuses narrowly on the needs of historic UC Master Gardener Program clientele	Evident connection to mission and values; Inclusive of many volunteers; Early efforts to explore project changes to ensure educational opportunities for all CA gardeners	Evident connection to mission and values; Inclusive of many volunteers, including trainees; Clear attempts to adapt project to address diverse audiences	Evident connection to mission and values; Inclusive of many volunteers, including trainees; Regular changes in project leadership roles; Ongoing and institutionalized efforts to adapt, revise project to address diverse audiences
UCANR Strategic Initiatives (SI) *	Minimal or no connection	Some connection to one or more SI evident; Improvement needed to strengthen/clarify alignment with SI	Clear connection to one or more SI; Evident to UCANR staff	Clear, strong alignment with one or more SI is evident to staff and volunteers	Clear, strong alignment with one or more SI evident to staff, volunteers, AND public; Project is easily evaluated using the UC Master Gardener Program Evaluation processes
Local Priorities (UCCE)	No or nominal alignment	Some connection to local County Director, Advisor, CES skills, abilities, priorities	Clear connection to local County Director, Advisor, CES skills, abilities, priorities	Strong connection to local County Director, Advisor, CES skills, abilities, priorities; Volunteers involved in primary research, data collection	Robust connection to local County Director, Advisor, CES skills, abilities, priorities; Volunteers involved in primary research, data collection, and results dissemination
Local Priorities (County leadership, Partner organizations, Municipal districts)	No or nominal alignment with local priorities	Some project elements connect with local priorities including county initiatives, partner organization missions, grantee/funder requirements	Clear connection to local priorities including county initiatives, partner organization missions, grantee/funder requirements	Strong alignment with local priorities including county initiatives, partner organization missions, grantee/funder requirements; Project outcomes are reported regularly to partners	Strong alignment with local priorities including county initiatives, partner organization missions, grantee/funder requirements; Project outcomes are reported regularly to partners; Volunteers articulate these collaborations
Unique Areas of Volunteer / Coordinator Brilliance (UAB)**	Does not specifically showcase Volunteer / Coordinator UAB	Volunteer / Coordinator UAB best put to work in other projects	Volunteer / Coordinator UAB observable	Volunteer / Coordinator UAB observable; Innovation impacts, informs local UC Master Gardener Program	Volunteer / Coordinator UAB observable; Innovation impacts, informs statewide UC Master Gardener Program, National Extension Master Gardener Network
Communities Underinvested by UC System (Black, Indigenous, Latinx/Hispanic, POC, LGBTQIA+)	Does not focus on priorities of and/or requests made by communities under-invested by the UC-system	Focuses somewhat on communities under-invested by the UC-system but communities are not involved in decision-making, agenda-setting; DEI continuing education is not a priority for current UC Master Gardener Program volunteers	Focuses on communities under-invested by the UC-system but communities are minimally involved in decision-making, agenda-setting; DEI continuing education is a priority for current UC Master Gardener Program volunteers	Communities under-invested by UC are actively involved in decision-making, agenda-setting; DEI continuing education is a core priority for current UC Master Gardener Program volunteers	Communities underinvested are involved in decision-making, agenda-setting, and evaluation; DEI continuing education is a core priority and competency for current UC Master Gardener Program volunteers; Project results in identification and selection of new volunteers / partners from communities underinvested by UC system
For Fundraising Events: Return on Investment **	Volunteer time investment, financial outlay far exceed funds raised	Volunteer time investment, financial outlay just offset by funds raised	Funds raised just exceed volunteer time investment, financial outlay	Funds raised far exceed volunteer time investment, financial outlay; Funds are applied to strengthen the volunteer community, mission delivery	Funds raised far exceed volunteer time investment, financial outlay; Funds are applied in a way that strengthen the volunteer community, mission delivery, and enhances program sustainability

* Projects scoring a 2 or lower on the UC Master Gardener Program Mission, Core Values and Strategic Initiatives criteria should not be considered priority projects UNLESS significant improvement is made to bring the project in line with these fundamental criteria.

** Unique Areas of Brilliance are similar to Broadwell's four stages of competence's state of 'unconscious competence' in which a person possesses talents and skills (either innate or practiced) that result in extremely high competence or fluency with a specific skill

***Assessment of Return on Investment (ROI) should include consideration of both direct financial outlay (supplies, rental fees, refreshments) and volunteer hour investment.