CPAG Proposal Scoring Protocol

This attachment describes how CPAG scores submitted proposals and makes recommendations to the Board.

Initial Review (No Scoring)

CPAG members conduct a preliminary review of the proposal and provides feedback to the VG Project Leader, based on the following criteria:

1. **Mission.** Is the proposed project aligned with AIHA’s mission?
   a. CPAG comments on any concerns regarding non-alignment.

2. **Content Priorities.** Is the proposed project aligned with the content priorities?
   a. CPAG provides comments regarding how the product may better address each of the content priorities. CPAG will actively work with the VG Project Leader to redraft a proposal that can be approved.

The VG Project Leader reviews the feedback from CPAG, modifies their proposal, as needed, and resubmits their proposal to CPAG for final review and scoring. Additional discussions between CPAG and the Project Leader may occur for clarity during this initial review.

Final Review (Scoring)

Each CPAG member scores the final proposal based on alignment with AIHA’s mission and each of the content priorities on a 0 to 7 rating scale.

<table>
<thead>
<tr>
<th>Score:</th>
<th>0</th>
<th>1</th>
<th>3</th>
<th>5</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rating</td>
<td>Very Weak</td>
<td>Weak</td>
<td>Moderate</td>
<td>Strong</td>
<td>Very Strong</td>
</tr>
</tbody>
</table>

Scores are averaged for each question and across all questions. To result in a “yes” recommendation to the Board, the proposal must score as follows:

- Average of ≥3.5 for question #1 (Mission Alignment), and
- Average of ≥3.5 for all questions combined.

The recommendation is provided to the Board as the “finding” along with a summary of comments.
Comments

CPAG provides comments to the Board on the following criteria:

1. **Fit.** Is AIHA well-suited to take on the proposed project?
   - *Consider:* Is it within volunteer/organization capabilities? Is it the kind of content AIHA is experienced in producing? Is AIHA positioned for success, or are other organizations a better choice for the project?

2. **Strategy.** Does the proposed project provide strategic value?
   - *Consider:* Does this open a new market? Protect an existing one? Is it pioneering or innovative? Does it have a path for future content? Does it enhance the AIHA brand or influence? Is there other long-term investment value?

3. **Return.** Will the proposed project provide a positive return on resource investment?
   - *Consider:* Will the target audience consume/use the proposed content? Is there competing content from other sources? Is the anticipated benefit (financial & non-financial) worth the effort and resources required to produce it?

4. **General.** Comment (pro or con) to AIHA Board supporting decision.

**Example Recommendations to the Board**

Proposal: XYZ Guidance Document

**CPAG supports this proposal – Overall Score: 4.3**

**Comment:** This proposal addresses an emerging health and safety issue in which AIHA should establish leadership. It creates an opportunity to produce additional content in the future. It also strongly integrates and advances our XYZ content priorities.

Proposal: XYZ Document Translation

**CPAG does not support this proposal – Overall Score: 3.1**

**Comment:** CPAG supports the idea of translating content to serve international markets, however it is not clear how this document fits in an overall strategy. Given the resource commitment involved, it would seem prudent for AIHA to first have an overall strategy for prioritizing what content is translated and promoted for what markets.