

## FUND FOR A HEALTHY NEVADA

### SOLICITATION for GRANT EVALUATION and TECHNICAL ASSISTANCE FISCAL YEARS 2007 and 2008

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EXHIBIT C Healthy NV

Document consists of 13 pages.



Entire document provided.

A copy of the complete document is available through the Research Library  
(775/684-6827) or e-mail [library@lcb.state.nv.us](mailto:library@lcb.state.nv.us).

Meeting Date: 2/10/06

**STATE OF NEVADA**  
**Department of Health and Human Services**  
**SFY07 and SFY08**

**SOLICITATION for GRANT EVALUATION and TECHNICAL ASSISTANCE**

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**Note: This application is also available at [www.hr.state.nv.us/grantsmanage.htm](http://www.hr.state.nv.us/grantsmanage.htm)**

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**BACKGROUND**

**Source and Purpose of Funds**

The tobacco industry nationally agreed in 1998 to pay \$206 billion to the states over the next 25 years as a settlement for health related costs incurred by the states. Nevada's share of the Tobacco Settlement is estimated at \$1.2 billion over the next 25 years and a portion is to be distributed by the Task Force for the Fund for a Healthy Nevada (hereinafter referred to as the Task Force) for grants to prevent, reduce or treat the use of tobacco; grants to improve healthcare for children, and grants for services to persons with disabilities. Beginning in 2005, the Task Force began working with the Grants Management Advisory Committee through a subcommittee process to provide joint review of priority areas and grants. The Department of Health and Human Services (hereinafter referred to as the Department) administers these grants.

Through the subcommittee process, recommendations were made for evaluation and technical assistance to all grantees receiving funds for tobacco-control programs to demonstrate accountability, assess program implementation and outcomes, and increase program efficiency and impact.

The components covered by this solicitation include working with all grantees funded for tobacco control programs on the following: 1) Process evaluation to include interviews and observation; 2) Document evaluation to include a review of outcome measures and analysis of current statewide surveys that include tobacco-related issues; 3) Technical assistance to strengthen grantee capacity to implement model programs and measure outcomes; and 4) Outcome evaluation to measure impact of funded programs through survey and/or other methodology.

Currently, adult tobacco surveys are conducted separately in Clark and Washoe Counties. Proposals responding to this solicitation should include a statewide adult tobacco survey that would include Nevada's two urban counties as well as all of the rural counties. This component could be subcontracted out or developed through a collaborative partnership.

**Available Funds**

The Task Force has approved the use of up to \$400,000 per year to evaluate and provide technical assistance to grant-funded programs to prevent, reduce or treat the use of tobacco over a 24-month period in state fiscal years 2007 and 2008. A list of current grant-funded tobacco-control programs with goals and objectives is provided in Appendix A. **Funding is contingent upon availability of funds.**

**Eligibility**

All for profit, nonprofit and public agencies (including state and local governmental agencies, universities and community colleges) are encouraged to apply if interested in providing evaluation and technical assistance for the described programs.

### **Awarding and Funding Process**

Department staff will provide a technical review of the proposals; Task Force members will score the proposals in accordance with a scoring matrix (See Appendix B); and will determine allocation of funds.

Applicants will be notified of their status after the Task Force has made its determinations. Department staff will conduct negotiations with the applicant(s) recommended for funding, to address any specific issues identified by the Task Force. Adjustment of budgets and goals may be required at this time. Contracts will be distributed following Board of Examiners approval.

Decisions of the Department, in accordance with Task Force recommendations, are final. There will be **no appeal process**.

The Task Force is not responsible for any costs incurred in the preparation of the application and applications become the property of the Task Force. The Task Force reserves the right to accept or reject any or all applications. Applications accepted for funding are those deemed best for the people of the State of Nevada.

### **Contact Information**

For additional information contact Laura Hale in the Department of Health and Human Services, Grants Management Unit, at (775) 684-4011.

### **Submission of Proposals**

Proposals may be submitted in person, or via mail or delivery service to the address below. Hand deliveries **must** be made before 5:00 p.m.

|   |
|---|
| Department of Health and Human Services<br>Grants Management Unit<br>505 E. King St., Room 600<br>Carson City, NV 89701 |
|---|

### **Timetable**

The timetable below outlines the schedule for proposal solicitation, submission, review, award, implementation, and reporting.

|                   |   |  |
|-------------------|---|--|
| 05/19/06          | Announce Solicitation for Evaluation and Technical Assistance | Department to announce solicitation through legal notice, mailing, and website posting |
| 06/16/06          | <b>PROPOSALS DUE</b>  | Applicants submit proposals to Department of Health and Human Services                 |
| 06/16/06-06/30/06 | Departmental Review   | Department staff to provide technical review   |
| 06/30/06          | Forward proposals with staff technical notes to Task Force    | Task Force members to review proposals with staff technical notes                      |
| 7/13/06           | Task Force to consider allocation of funds                    | Public meeting scheduled for Task Force review and allocations                         |

|   |                                       |  |
|---|---------------------------------------|--|
| 7/13/06 –<br>7/20/06                      | Contract negotiations                 | Department staff to negotiate any changes to proposals and finalize contracts            |
| 7/20/06                                   | Submit contract to Board of Examiners | BOE to approve contract at 8/8/06 meeting  |
| 8/15/06                                   | Contract Start Date                   | Contractor to begin project implementation   |
| October,<br>January,<br>April and<br>July | <b>Quarterly Reports Due</b>          | Contractor to prepare 7 quarterly reports, with 3 interim presentations to Subcommittee. |
| September<br>2008                         | <b>Final Report Due</b>               | Contractor to prepare, present, and distribute final report                              |

## INSTRUCTIONS

### Formatting

- The technical elements of the application must be completed using the forms in Appendix C. Forms may be duplicated or expanded – **but not modified contextually**- as needed.
- The Executive Summary should not exceed 1 page.
- The narrative sections of the application (6 elements) should not exceed 8 pages, total.
- No additional materials will be accepted. This includes support letters, cover pages, cover letters, brochures, newspaper clippings, photographs, media materials, etc.
- Applications **MUST** be typed or computer generated. This sentence is in 12-point font.  
Do not use a font size smaller than this.
- Applications may be single or double-spaced with at least 1” margins all the way around.
- The application must be on 8 ½” X 11” paper, single-sided, numbered sequentially at the bottom of the page, and not bound. Please staple in the top left corner.

### Applicant Information

Complete form 1 from Appendix C, providing all requested information and an original signature. Be sure figures on form 1 match figures from other forms or narrative sections.

### Executive Summary (See Project Narrative Section for detailed information)

Organize a brief summary covering the following five topics:

- 1) Experience with Tobacco Control-Related Evaluation and Technical Assistance
- 2) Program Design
- 3) Collaboration with Nevada Tobacco Prevention Coalition
- 4) Technical Assistance to Grantees
- 5) Report Preparation, Presentation, and Dissemination

### Timeline

Using form 2 from Appendix C as a guide, construct a table to identify timelines for evaluation and technical assistance components to implement within the grant period. The grant period will cover 25 months, beginning August 15, 2006, continuing through September 14, 2008.

## **Budget Forms**

Please complete all budget forms in Microsoft Excel or other spreadsheet program. If you downloaded application materials from the Internet or through e-mail, these forms are located in a separate Excel file, on separate tabs. Using the budget definitions below, complete Budget Detail Form 3, with separate budgets for each year. This spreadsheet contains formulas to automatically calculate totals, and links to Budget Summary Form 4 to automatically complete budget totals in Column A. **Do not override formulas.**

Be sure to identify administrative costs for each budget category, providing a total amount and percentage for indirect costs at the end of the Budget Narrative.

**Be sure all figures add up correctly and that totals match within and among all forms and sections.**

## **Budget Definitions**

**NOTE: Not more than eight percent of the grant may be used for indirect costs.**

**Indirect costs** are those costs that are not readily identifiable with a single project or activity, but rather are necessary for the overall operation of the organization. Examples might include: general administrative support (Personnel); space rental (Operating); or audit costs (Other).

Any budget items that are not specific to this proposed project must be identified as indirect, and the total must not exceed 8% of the overall budget. You may spread these costs throughout different budget categories, or you may simply identify a budget line item as “8% indirect costs” under the “Other” budget category. In the latter case, this would simply be 8% of the overall budget, and you would not be able to claim any specific indirect costs in the preceding budget categories.

If your organization has a predetermined indirect cost rate, you may only charge up to 8% to this project, and any items included in the indirect cost pool may not be charged directly to this project.

### **Personnel:**

List direct and indirect staff separately (positions and percent of time to be spent on the project) and total cost. Calculate the total personnel cost. Any class of personnel included in an indirect pool may not be charged directly to this project.

### **Fringe Benefits:**

List each position and provide a breakdown of the amounts and percentages comprising the fringe benefits provided such as health insurance, FICA, etc. List fringe benefits for indirect positions separate from direct positions. Any class of fringe benefits included in an indirect pool may not be charged directly to this project.

### **Contractual/Consultant Services:**

Project workers who are not employees of the applicant organization should be identified here. Any costs associated with these workers, such as travel or per diem, should also be identified here. Explain the need and/or purpose for the contractual/consultant service. Identify and justify these costs. Typically, there should be no indirect costs in this category. For collaborative projects involving multiple sites and partners, separate from the applicant organization, all costs incurred by the separate partners should be included in this category, with subcategories for Personnel, Fringe, Contract, etc.

Written sub-agreements must be maintained with each partner, and the applicant is responsible for administering these sub-agreements in accordance with all requirements identified for grants administered under the GMU. You must provide a copy of written agreements with any and all partners.

**Staff Travel/Per Diem:**

Travel costs must provide direct benefit to this project. Identify staff who will travel, the purpose, frequency, and projected costs. State rates for per diem, lodging and mileage should be used. Out-of-state travel or nonstandard fares or rates require special justification. There should be no indirect costs in this category.

**Equipment:**

List equipment to purchase or lease costing \$1000 or more and justify these expenditures. "Equipment" costing less than \$1000 should be listed under "Supplies." Equipment that does not directly facilitate the purpose of the project, as an integral component, is not allowed. Equipment purchased for this project must be labeled and tracked as such.

**OPERATING COSTS**

**Supplies:**

List and justify tangible and expendable property, such as office supplies, program supplies, etc. As a general rule, specific supplies do not need to be priced individually, but a list of typical program supplies is helpful. Items that have particularly high costs should be identified specifically. Supplies that are not purchased specifically for the project, but are part of shared costs, must be identified as indirect.

**Occupancy:**

Identify and justify any facilities costs associated with the project, such as rent, maintenance expenses, insurance, as well as utilities such as power and water. Typically, these costs are indirect because they serve multiple program purposes and are not specific to any one project. However, costs for installing or maintaining services specifically for this project purpose are direct and can be charged accordingly.

**Communications:**

Identify and justify any communications costs associated with the project, such as telephone services, internet services, cell phones, fax lines, etc.

**Public Information:**

Identify and justify any costs for brochures, project promotion, media buys, etc. There should be no indirect costs in this category.

**Other Expenses:**

Identify and justify these expenditures, which can include virtually any relevant expenditure associated with the project, such as audit costs, car insurance, client transportation, etc. Sub-awards, mini-grants, stipends or scholarships that are a component of a larger project or program may be included here, but require special justification as to the merits of the applicant serving as a "pass-through" entity, and its capacity to do so.

**Administrative or Other Indirect Costs:**

At the end of the budget narrative forms, please include the total dollar amount for indirect costs and

show it as a percentage of the total funds being requested through the GMU. Examples include: depreciation and use allowances, facility operation and maintenance, and general administrative expenses such as accounting, payroll, legal and data processing expenses. Indirect costs may not exceed 8% of the total funds being requested.

Complete Budget Summary Form 4. If you downloaded electronic forms, Column A of Form 4 should automatically update with the category totals from Budget Narrative Form 3. Column A should reflect only the amount you are requesting under this application. All other funding sources for this specific project must be identified in the remaining columns, with a separate column for each separate source, including in-kind, volunteer, or cash donations. Funding from each source must be identified as “Pending” or “Secured.”

Complete Item B of the form if you anticipate other funding for this project, but it is not yet secured. Note when a funding decision is expected for any amounts of your budget that are pending, other than the amount requested through the GMU.

Complete Item C of the form if you anticipate any program income through this project. Provide an explanation of how you are calculating that income.

### **Fiscal Management Checklist**

Complete Form 5 with current information and documents demonstrating the fiscal management capacity of your organization. This section will be evaluated separately based on your organization’s capacity to administer the grant.

### **Project Narrative**

Organize your proposal narrative with category headings in the order listed below. Specific instructions for each category are provided below.

- 1) Experience with Tobacco Control-Related Evaluation (20 points possible)
- 2) Program Design (30 points possible)
- 3) Collaboration with Nevada Tobacco Prevention Coalition (20 points possible)
- 4) Technical Assistance to Individual Grantees (20 points possible)
- 5) Progress and Final Reports (10 points possible)

#### **Experience with Tobacco Control-Related Evaluation**

As identified in Appendix A, the range of current grantees is somewhat broad and includes tobacco prevention, cessation and treatment. Please describe your experience providing evaluation of programs that address a broad range of tobacco-related programming.

#### **Program Design**

The Centers for Disease Control and Prevention (CDC) have recently established *Key Outcome Indicators for Evaluating Comprehensive Tobacco Control Programs* (May 2005) that link to *Best Practices for Comprehensive Tobacco Control Programs* (August 1999). Both publications may be accessed on line at <http://www.cdc.gov/tobacco/Indicators/KeyIndicators.htm> and <http://www.cdc.gov/tobacco/bestprac.htm>, respectively. In addition, the state Tobacco Control

program administered under the Nevada State Health Division, Bureau of Community Health has published the Nevada Tobacco Prevention and Education Program Five-Year Strategic Plan that is available online at <http://health2k.state.nv.us/tobacco/StratPlan3-11-03.pdf>. All grantees to be funded in SFY2007 and SFY2008 must incorporate the best practices, outcome indicators and goals identified in these publications where appropriate for their programs. Therefore, the evaluation and technical assistance must also utilize these publications as guidelines for the program design. Please describe the process you would use, and how you would integrate these tools to implement each of the required components to encompass all funded programs:

- 1) Process evaluation to include grantee staff interviews and observation to identify areas that need improvement and provide specific recommendations for each of the funded programs;
- 2) Document evaluation to include review of outcome measures and how they are related to statewide surveys on tobacco use and tobacco attitudes with specific recommendations;
- 3) Technical assistance to each grantee to implement recommendations;
- 4) Outcome evaluation of all funded programs, to include a statewide adult tobacco survey.

### **Collaboration with the Nevada Tobacco Prevention Coalition**

Membership of the Nevada Tobacco Prevention Coalition (NTPC) includes many of the funded grantees and serves as a statewide body to advance tobacco-control programs in Nevada. Please describe how you would collaborate with NTPC to develop and implement components of the program design.

### **Technical Assistance to Individual Grantees**

Describe your experience in providing technical assistance to individual grantees. Elaborate a process for increasing grantee skill level and capacity for outcome measurement, data collection, and analysis.

### **Progress and Final Reports**

Quarterly progress reports and one final report are required, with possible dissemination and presentation to the Subcommittee and Task Force. Describe your experience with report preparation, presentation, and dissemination. Elaborate the structural components of the quarterly reports and a final report.

### **Assurances**

Complete the assurances form 5 in Appendix C, provide the name and title of the authorized representative for your organization, and obtain that person's signature and date of signature.

### **Application Checklist**

Complete the checklist form 6 in Appendix C, identifying those items included in the application that you are submitting.

**APPENDIX A**  
**List of Current Grantees (Information Only)**

| <b>Amount</b> | <b>Organization/<br/>Description</b>   | <b>Measure 1</b>   | <b>Measure 2</b>   | <b>Measure 3</b>   |
|---------------|--|--|--|--|
| \$199,998     | American Cancer Society - Nevada Tobacco Prevention Coalition  | Provide outreach to individuals in all of Nevada's 17 counties   | Coordinate the Nevada Tobacco Prevention Coalition - hold 4 meetings per year                                    | Maintain American Cancer Society's website & record number of hits per year  |
| \$435,293     | American Lung Assoc. of ID/NV- Youth preventions (TATU) and cessation (NOT) programs in schools.   | Enroll 300 youth in the NOT program throughout the state   | Train 1,000 teens instructors in TATU program  | Provide 7,772 elementary school children with tobacco prevention presentation  |
| \$780,554     | Clark County Health District - Tobacco prevention through media efforts and youth events.  | Conduct comprehensive anti-tobacco media campaigns (including XPOZ, Urban Fuel, Cero Humo, etc.)         | Maintain and track three websites: UrbanFuel.org, expozcoalition.com and GetHealthyClarkCounty.org               | Expand and increase number of smoke-free restaurants   |
| \$24,669      | Class! Publications - Feature student-written articles to discourage youth from using tobacco  | Track the number of anti-tobacco articles written by high school students each year                      | Track the number of anti-tobacco articles published on the website each year                                     | Track the number of PSAs published in the magazine each year   |
| \$48,662      | Nevada Academy of Family Physicians - TAR WARS program in schools.   | Provide Tar Wars resistance-training to 5th grade classrooms.  | Pre- and post-tests track percent of young people who had a change in attitudes toward smoking                   | Track the number of presentations/ and trained presenters  |
| \$300,431     | Saint Mary's Foundation - Media Counter Marketing campaigns, cessation program for pregnant women.   | Track the number of media exposures reached through media counter marketing campaign                     | Track number of website hits to www.notobacconeveda.com  | Increase by 15% to 442 the number of smoke free public places in No. NV through "Clean Cuisine" and "We've Come Clean" campaigns |
| \$150,594     | So. Nevada AHEC - Tobacco prevention among student population groups   | Students will develop and implement (6) tobacco prevention and education programs.                       | Stay in School (SIS) will be implemented at Clark, Valley and Rancho High Schools for parenting teens by 6/30/06 | At least 65 students will be trained as peer health educators by 6/30/06   |
| \$763,097     | UNLV - NTU Helpline - Telephone cessation program by certified AOD counselors  | Provide nicotine dependence treatment to 2,400+ patients through 6/30/06                                 | Distribute Living Free booklets (1400) and/or attending Living Tobacco Free presentations (100) by 6/30/06       | Provide a minimum of 12 health-care provider practice trainings  |
| \$646,453     | UNLV - Crackdown on Cancer - Tobacco education and oral health screenings for students statewide.  | Provide tobacco education to all ninety public high schools /and 107 middle schools as schedule permits. | Provide 9,000 oral cancer screenings each year to high school and middle school students                         | Provide follow-up evaluations for high school/and middle school students to measure change in attitudes                          |
| \$31,355      | Big Brothers/Sisters of Nevada - Integrate a tobacco prevention curriculum into the mentoring program and train mentors, parents and children. | # mentors receiving training   | # parents receiving training   | # of children receiving training   |
| \$28,315      | Boys/Girls Club of Nevada - Provide SMART Moves program in the Club programs or online for 3,000 youth   | # youth participating  | # youth attending at least 50% of the sessions   | # of youth scoring 70% or higher on post- test   |
| \$25,000      | Churchill Community Coalition - Implement  | Survey restaurants with smoking sections and   | Conduct local counter-advertising campaign and   | Using SWAT team members, conduct the   |

| <b>Amount</b> | <b>Organization/<br/>Description</b>   | <b>Measure 1</b>  | <b>Measure 2</b>   | <b>Measure 3</b>   |
|---------------|--|---|--|--|
|               | Clean cuisine campaign, youth produced anti-tobacco PSAs and anti-tobacco carnival   | implement "Clean Cuisine" Campaign  | track number of PSAs/, cable ads, etc.   | annual Tobacco Awareness Carnival  |
| \$150,000     | Healthsmart - (Tobacco Free Babies) Develop baseline database of approx. 3,000 pregnant women, implement best practices for Washoe Pregnancy Ctr., random sample of patients for nicotine exposure & referrals for treatment | Document reductions in tobacco use, and cessation of tobacco use among 85% of actively smoking pregnant women at Washoe Pregnancy Center by 6/30/06 | Train staff at WPC and the Newborn Care Center in best practices and biological confirmation techniques                      | Confirm through biological testing a 12% decrease in the proportion of actively smoking pregnant women at WPC after 12 months of program - compared to baseline. |
| \$77,001      | Healthy Communities Coalition - Coordinate activities of six community-based prevention teams and provide training in Prudential Youth Leadership Institute Model  | Implement multi-component school-linked community strategy through the formation of six community teams   | Implement the Prudential Youth Leadership Institute Model for sports coaches   | Provide TATU presentations for Virginia City, Fernley, Silver Springs & Yerington schools.   |
| \$36,817      | NV Urban Indians - Youth prevention/cessation and outreach to Native American community  | Conduct bi-monthly youth prevention group utilizing appropriate tobacco prevention materials  | Document a minimum of ten presentations to community groups  | Conduct bi-monthly youth prevention group utilizing the "Smart Moves" curriculum and other materials   |
| \$67,678      | Nye County School District - Implement Towards No Tobacco Use & Get Real About Tobacco curriculums in 3rd-5th grades and Your Own Youth Organization and Too Good For Drugs in the Jr. ROTC.                                 | Implement "Get Real About Tobacco" curriculum.  | Implement "Project Towards No Tobacco Use"   | Implement Your Own Youth Organization, YOYO  |
| \$53,014      | P.A.C.E. Coalition - Extend tobacco prevention activities to community of Carlin   | Administer youth survey of tobacco use in grades 6-12 in Carlin schools in SFY05  | Implement Lifeskills curriculum in grades 3-9 and Get Real curriculum in K-2   | Develop Stand Tall youth team of ten youth and two adults to support conducting tobacco prevention activities.   |
| \$75,201      | Partnership of Community Resources -Implement TATU groups at high school and middle schools and provide anti-tobacco assembly presentations for middle school youth.   | Increase by 40% student participation in tobacco Prevention Clubs in grades 7-12 from 20 students to 60students by 6/30/06.                         | Provide TATU program to (15) 4-6th grade classrooms and (2) 7th grade symposiums, reaching at least 800 students by 6/30/06. | Provide assemblies to at least (3) schools featuring an oral cancer survivor, reaching at least 500 students by 6/30/06  |
| \$300,431     | Washoe County District Health - Tobacco prevention/cessation outreach to 18-24 year olds and Hispanic populations.   | Provide exposure to the Attract Truth social marketing campaign to 50% of 18-24 years olds in Washoe County by 6/06                                 | Provide culturally appropriate messaging (media and events) to 90% of Latino population in Washoe County by 6/06.            | Conduct Adult Tobacco Survey in SFY06  |

**APPENDIX B**  
**Scoring Matrix (Information Only)**

## **Healthy Nevada Grants Evaluation – Scoring Matrix**

Each of the 5 categories in the required grant narrative will be scored as follows:

### **1. Experience with Tobacco Control-Related Evaluation (20 points possible)**

- No prior experience with tobacco-related evaluation. 0
- Limited experience with some aspects of tobacco-related evaluation. 1 - 8
- Sufficient experience with tobacco-related evaluation. 9 - 16
  - Significant experience with multiple aspects of tobacco-related evaluation. 17 - 20

### **2. Program Design (30 points possible)**

- Design does not include all required components 0 – 6
- Design includes all components, but does not fully integrate CDC tools 7 – 13
- Design includes all components and integrates CDC tools sufficiently 14-21
- Design includes all components and integrates CDC tools substantially 22 – 30

### **3. Collaboration with Nevada Tobacco Prevention Coalition (20 points possible)**

- Minimal experience in providing facilitation and developing collaboration. 0 - 5
- Sufficient experience; Minimal elaboration of process to develop evaluation measures. 6 - 10
- Significant experience; sufficient elaboration of process. 11 – 15
- Significant experience; significant elaboration of process. 16 - 20

### **4. Technical Assistance to Individual Grantees (20 points possible)**

- Minimal experience in providing technical assistance to individual grantees 0 - 5
- Sufficient experience; minimal elaboration of training process. 6 - 10
- Significant experience; sufficient elaboration of training process. 11 – 15
- Significant experience; significant elaboration of training process. 16 - 20

### **5. Progress and Final Reports (10 points possible)**

- Minimal experience in report preparation, presentation, and dissemination. 0 - 3
- Sufficient experience and elaboration of structural components of reports. 4 - 7
- Significant experience and elaboration of structural components of reports. 8 - 10