

**261—109.8(82GA, HF829) Application selection criteria.** When applications for financial assistance are reviewed, the following criteria shall be considered:

**109.8(1) *Project approach.*** Whether the proposed approach is reaching its intended targeted audience and bringing awareness to the targeted industries.

**109.8(2) *Campaign development.*** Whether campaign strategies and goals will be effectively communicated to the target audience and increase awareness of careers within the targeted industries.

**109.8(3) *Collaboration.*** Whether the project demonstrates collaboration among business partners, academic institutions, and state agencies.

**109.8(4) *Campaign sustainability.*** Whether the application includes a plan for campaign sustainability and future growth.

**109.8(5) *Financial requirement.*** Whether the required matching funds have been secured and the total budget is sufficient to complete the campaign.

**109.8(6) *Estimate for project completion.*** Whether the required work can be completed in accordance with the time frame for the project.

**109.8(7) *Project outcomes.*** Whether the project outcomes include direct industry connections and increased awareness of careers within the targeted industries.