

**261—109.8(82GA,ch122) 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.

**109.8(8) *Review.*** Applications will be reviewed in the order received by the department. The board may approve, defer or deny each application for financial assistance, based on the availability of funds. To be considered for funding, an application must receive a minimum score of 65 out of a possible 100 points and meet all other eligibility criteria specified in these rules.