



Guide to Proposal Evaluation Ratings

CPE recommendations for establishing Effective Evaluation Rating Scales include:

Focus on Differentiation

Highlighted Practices from CPE:

- ◆ There are many possible rating scales (e.g. 1 to 10, 1 to 5, Red/Yellow/Green, etc.)
- ◆ Remember the ultimate **GOAL** of any rating scale—to differentiate between proposals!
- ◆ Evaluators must be trained to think in terms of clear & defensible differentiation.

Be Consistent on Comparative vs. Absolute Scales

Highlighted Practices from CPE:

- ◆ Have a consistent basis of evaluation. Do **not** mix-and-match. Check your policies!
- ◆ **Comparative**: relative among competing proposals (such as above/below average)
- ◆ **Absolute**: relative to an external benchmark (such as exceeds/meets requirements)

Gather Defensible Justification from Evaluators

Highlighted Practices from CPE:

- ◆ Evaluators should avoid arbitrary scores. Instead, require adequate explanation.
- ◆ Evaluators should avoid generic feedback. Instead, point to specific strengths and weaknesses of the proposal being evaluated.

Use Simple Templates and Forms

Highlighted Practices from CPE:

- ◆ Prioritize ease-of-use for Evaluators.
- ◆ Briefly orient Evaluators on how to use the templates and forms.
- ◆ Keep Evaluators focused on the inputs they must provide (scores and justification)

Be Proficient in Using an Evaluation Matrix

Highlighted Practices from CPE:

- ◆ Ensure all individual evaluator scores and ratings are compiled.
- ◆ Account for varying weights or points allocated to each evaluation criterion.
- ◆ Handle varying types of evaluation scales (committee scores vs. quantitative inputs)