

AATH Conference Proposal Scoring Rubric

2010

Conference Proposals will be evaluated by the conference proposal committee according to this rubric. For example, if the proposal is very strong, it receives 5 points in the criteria area. A perfect total score is 50.
Boards of Director Members are ineligible for this committee if they have submitted a proposal.

Evaluation Criteria	Very Strong 5 points	Average 3 points	Weak 1 point	Score
1. Format/Theme				
2. Goal of Presentation				
3. Knowledge Base				
4. Content/Organization				
5. Participant Objectives				
6. Timeliness of Topic				
7. Research Base				
8. Audience Appeal				
9. Action Video				
10. Aligned with AATH Mission				
TOTAL SCORE				

These are the guidelines for giving 5 points for each of the categories.

1. **Title/Format/Theme-** the proposal follows the format described in the call for proposals and the theme of the conference. The title is catchy.
2. **Goal of Presentation-** the proposal states the goal of the presentation.
3. **Knowledge Base-** The proposal advances the knowledge base of AATH.
4. **Content/Organization** –The proposal provides a clear description of the content of the conference presentation.
5. **Participant Objectives-** the proposal states what participants will learn from this session
6. **Timeliness of Topic-** The proposal addresses a current issue in the profession.
7. **Research Base-** the proposal includes up to date research
8. **Audience Appeal-** The description of the session will appeal to the targeted audience. The session will include audience engagement and/or participation.
9. **Action Video-** an action video of the presenter is provided.
10. **Aligned with AATH Mission-** The proposal is aligned with the AATH mission; *The AATH mission is to serve as a community of professionals who study, practice and promote healthy humor and laughter.*