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<p>MANDATE</p> <p>The response clearly articulates what distinguishes the organization from other similar organizations on campus. This can be in terms of audience, services provided, events, or other unique features.</p>	The application provides cursory or no meaningful insight into the activities of the organization.	The application describes some features and benefits but in a way that makes it hard to distinguish this organization from others or makes the activities of the organization unclear.	The application describes the unique features and benefits of the organization in clear and concise language. It is evidently distinguishable from other, even similar, organizations.	The application provides compelling arguments for the importance of the organization to the communities it serves, provides specific examples of how it is distinguished from other organizations, and articulates its mandate in such a way as to provide clear insight into the activities of the organization.
<p>USE OF OFFICE</p> <p>The response clearly articulates a wide variety of uses of the space, all of which serve the New College population. This could include hosting drop-in hours, programs support, collaborating with neighbours, a work-space for planning events, or others.</p>	The application articulates unclear or no uses of the office space.	The application articulates several (more than 1) vague or unclear uses of the office space.	The application articulates several (more than 2) specific and clear uses of the office space that are reasonable given the physical and geographical parameters of the space and the Student Centre.	The application articulates several (more than 2) specific and clear uses of the office and makes tangible, clear connections to how these uses will benefit the New College community.
<p>RECRUITMENT EFFORTS</p> <p>The response clearly articulates a wide variety of organizational recruitment methods to demonstrates the group's longevity and sustainability. This could include sending promotional materials through department or New College communications, in-class announcements in New College classrooms or New College program classes, tabling in New College spaces, or other methods. For organizations new to the Student Centre, the same might apply for recruiting students in contexts external to New College.</p>	One or fewer methods are shared, or the details provided are underdescribed, lacking in clarity, or demonstrate a lack of understanding of effective recruitment practices.	At least two methods for recruitment are shared but are lacking in detail, demonstrate a restricted recruitment process, or a short window of opportunity to join the organization.	At least two unique and complementary methods for recruitment are shared. They demonstrate reaching a broad audience and allowing students some opportunity to join the organization.	At least three unique and complementary methods for recruitment are shared. They demonstrate seeking a broad audience and allow students ample time and opportunity to join the organization. Priority is given to New College student recruitment.
<p>NC CONNECTION (x1.5)</p> <p>The response clearly articulates an enthusiasm for being a part of the New College community, and demonstrates tangible involvement. This could include hosting events on New College space, using New College department/office promotional channels, tabling in New College spaces, collaborating with New College student organizations/departments/offices, NCSC recognition, and more.</p>	The application describes the general benefits of the organization without making a connection to how its operations will benefit the New College community.	The application describes intended or past actions that demonstrate some connection and benefit to New College students, but explanations are general or otherwise difficult to measure.	The application describes intended or past actions that demonstrate tangible connections and benefits to New College students.	The application describes intended or past actions that demonstrate plentiful (more than 3), tangible, and impactful connections and benefits to New College students. The New College community is evidently enriched by this organization's work, or stands to be.
<p>PAST ACTIVITIES</p> <p>The past activities of the organization demonstrate creativity, professionalism, and popularity among New College students, or demonstrates direct benefit to the New College community. The work of new organizations in other settings will be considered equivalent.</p>	Activities are described in poor detail.	Activities of the organization are described in cursory detail. Creativity or popularity of activities is difficult to ascertain, and the benefits to target populations are unclear.	Activities of the organization (broadly conceived: events, programs, advocacy) are creative and popular, or demonstrate benefit to target populations.	The activities of the organization are described in compelling detail, demonstrating ample creativity and popularity among students, demonstrating obvious and lasting benefit to target populations.
<p>FUTURE EVENTS</p> <p>The planned events of the organization demonstrate growth, professionalism and potential popularity among students. Demonstrates group's strategic planning, longevity, and sustainability.</p>	Planned activities are replicas of past ones, are poorly conceived, lacking in detail, or otherwise difficult to understand.	Planned activities demonstrate limited change or growth. Activities fall short of addressing benefit to students and little to no clear pathways to sustainability and longevity of the group.	Planned activities (broadly conceived) demonstrate momentum toward achieving goals and discuss some benefit to target communities. Future events demonstrate some pathways to sustainability and longevity of the group.	Planned activities demonstrate great promise and clear pathways toward achieving the goals of the upcoming year and discuss clear and well-articulated benefit to target communities. Future events demonstrate clear pathways to sustainability and longevity of the group.
<p>COMMUNICATIONS MATERIALS & ENGAGEMENT</p> <p>Website, including social media and other communications platforms/methods, shows up to date materials that demonstrate effort to engage and attract students to events, offerings, and opportunities. Lead time is considered, a variety of opportunities is evident, content is accessible, and posts/sharings are reasonably frequent.</p>	Communications materials and engagement practices are out of date with no mention of rectifying. Materials are posted hastily or infrequently and provide little value to followers or page visitors.	Communications materials and engagement practices are up to date, but are posted with minimal consideration of students' schedules. Materials are shared infrequently.	Communications materials and engagement practices are up to date (materials posted within the last academic year OR with plans to update). The materials show consideration of students' lives and schedules (lead time for events considered), and materials are shared with some frequency.	Communications materials and engagement practices are up to date. The materials show great care for students' lives and schedules, being posted in advance. Materials are shared often, demonstrating a high degree of interactivity, accessibility, and reachability through the web or other mediums.
<p>PORTFOLIO - OPTIONAL</p> <p>A portfolio was included, and contains good quality materials to validate the past events, recruitment efforts, communications engagement, and New College connections of the organization. Scored only for breaking ties in score.</p>	Portfolio materials are difficult to navigate, unclear, lacking detail, and are disconnected from the written application.	Portfolio materials are only somewhat related to the written application, are poorly organized, or in other words detract from the message of the application.	Portfolio materials enhance or provide additional detail that complements the written application.	Portfolio materials enhance the written application in a thoughtful and measured way. No superfluous evidence is included.