

# WHITE PAPER / CONCEPT PAPER REVIEW CRITERIA

Prepared for Temple University

## INTRODUCTION

- Does the paper catch the reader's interest immediately?
- Is the purpose of the paper clear?
- Is the paper formatted and written professionally and simply?

## PURPOSE

- Does the paper clearly delineate the gap or problem that the project will address?
- Does paper "sell" the reader on the gap or problem and why it's worth addressing?
- Does the paper explain what has been done to address the gap or problem so far?
- Does the paper connect the gap or problem directly to the funder's priorities?

## GOALS AND OBJECTIVES

- Does the paper clearly state goals and objectives?
- Will the achievement of the goals fill the stated gap or solve the problem?
- Is the achievement of the objectives likely to lead to the fulfillment of the goals?

## PROJECT DESCRIPTION

- Does the paper provide a specific plan for implementing the project?  
(Who/What/When/Where/Why/How)
- Is there enough detail to inspire confidence in the reader, but not so much that the reader gets lost?
- Does the paper describe key tools and methods, and make a case for them?
- Does the project seem feasible?

## IMPACT

- Does the paper clearly convey how the results of the project will fill the gap or solve the problem?
- Does the paper showcase the project's potential impact on a variety of levels? (E.g., institution, communities of practice, society as a whole.)
- Does the potential impact of the project come across as exciting and inspiring?