

Normalized Scores 55.9

JUDGING CRITERION # 1: LOCAL (0-5)

Does the Proposal/Plan take into account local economic conditions, focusing on existing and potential competitive advantages, in its recommended solutions? Is the Proposal/Plan expected to result in direct economic benefits to the city and its surrounding area? Does the Proposal/Plan identify local assets, economic strengths and weaknesses, and describe how the city can leverage assets and strengths to result in economic benefits?

0 - 1

*Failed to recognize any unique conditions in the City; recommendations could have applied to anywhere...*

1 - 2

*Paid basic attention to general conditions but not based on any specific City need.*

2 - 3

*Recognized local conditions and demonstrated an understanding of the economic climate.*

3 - 4

*Paid attention to specific City needs and focused on targeted economic issues.*

4 - 5

*Grounded by a detailed understanding of the needs of the City and its people.*

4.2 / 5

Score: 4.2

Comment: The three benefits from a Life long Learning City concept was right on point for empowerment and hope for all communities

3.2 / 5

Score: 3.2

Comment: This proposal is focusing on existing city assets, mainly the Union Square initiative. The team is proposing Lifelong Learning City concept and GUILD (Greensboro Union of Institutions for Learning and Development) that would provide the organizational structure to support the physical infrastructure of the Union Square, utilizing SKU (Stackable Knowledge Units) to develop STEM-Literate workforce.. This program is focusing on college-level or graduate-level courses only that could be developed within the universities not necessarily in Union Square.

3.9 / 5

Score: 3.9

Comment: The proposal connected directly with the emerging industry clusters identified for the Greensboro MSA. There was also solid statistical data and analysis of the gaps in supply and demand for STEM-related jobs as it related to the current workforce in Greensboro. The most compelling factor was that the concept encompasses the collaboration of Greensboro's higher educational institutions to generate solutions for a local problem/opportunity.

4.8 / 5

Score: 4.8

Comment: This proposal recognizes workforce needs in Greensboro, both citizens without jobs and businesses without appropriate applicants for open jobs. It identifies current resources and others being put in place, and uses them in a very creative concept to foster cooperation with our colleges and Universities to provide education opportunities matching local business needs and citizens currently "under" employed relative to their capabilities.

4.7 / 5

Score: 4.7

Comment: This proposal recognizes the critical need for stackable knowledge units that are required to build the skills that employers need today and in the future. It also recognizes the need for a continuum of co post high school education from certificate level to multiple advanced degrees. The proposal includes well-founded research data and a clear vision of outcomes.

JUDGING CRITERION # 2: FEASIBLE (0-5)

Can the Proposal/Plan yield practical and concrete results in a realistic timeframe that justify the level of required investment, addressing likely obstacles, such as resources available to the city? Does the Proposal/Plan identify economic development strategies that are achievable using existing city resources, or propose ways in which the city can utilize nonexisting/currently unidentified resources to implement these economic development strategies? Does the Proposal/Plan outline a timeline by which the city can develop actionable strategies to implement the ideal contained in the Proposal/Plan?

0 - 1

*Misguided by an optimistic understanding of obstacles and underestimated the effort required to deliver results.*

1 - 2

*Addressed basic obstacles to general recommendations but not with specific or realistic tasks.*

2 - 3

*Demonstrated a realistic and efficient level of effort and attention to detail.*

3 - 4

*Addressed specific obstacles with recommendations tied to detailed, measurable and cost effective tasks.*

4 - 5

*Guided by practical and concrete recommendations; considered timing, funding, return on investment and measureable outcomes.*

3.6 / 5

Score: 3.6

Comment: The STEM Literacy concept was flexible for all communities in Greensboro.

2.6 / 5

Score: 2.6

Comment: SKU accreditation may take time. Estimated time, cost and process need to be elaborated. Tuition based revenue with faculty team in profit sharing (initiating academic entrepreneurship for knowledge dissemination). There is a clear effort to make this proposal a self sustained program however, the report needs to elaborate further on the budget breakdown.

1.2 / 5

Score: 1.2

Comment: There are two significant hurdles regarding the feasibility of this concept: funding, particularly in the start-up phase, and the bureaucratic and political challenge of 7 educational institutions working collaboratively to develop and implement the infrastructure. Some of the cost assumptions could potentially be severely underestimated as well as the timetable for implementation. Funding sources beyond the city's coffers will be absolutely necessary.

4.4 / 5

Score: 4.4

Comment: This proposal describes real and researched workforce skill needs in Greensboro for the ED clusters identified by consultants where the city can compete globally. It creatively uses resources and programs in place, and going in place, to address these needs while creating a more highly educated/skilled workforce to attract economic development.

4 / 5

Score: 4.0

Comment: Comments same as criterion 1. I have nothing further to add.

JUDGING CRITERION # 3: INNOVATIVE (0-5)

Is the Proposal/Plan offering a fresh and forward-looking approach that will lead to a clear set of strategically-aligned goals that other economic development initiatives have failed to deliver? Are the ideas and strategies submitted in the Proposal/Plan duplicative of existing plans or strategies being utilized by the city? Does the Proposal/Plan outlay strategies that propose to utilize city resources in more effective and efficient ways to realize the city's economic development goals?

0 - 1

*Promoted style over substance or lacked new and original methods with not enough practical thinking.*

1 - 2

*Raised novel and interesting concepts but failed to tie approach to clear outcomes.*

2 - 3

*Delivered new and different methods with focus on concrete goals and improving outcomes.*

3 - 4

*Raised creative and new ideas that offer a clear roadmap to improved conditions.*

4 - 5

*Introduced ground breaking and advanced thinking that exceeds the promise of any previous approach.*

3.7 / 5

Score: 3.7

Comment: Raised a creative way to reach the different cultures and communities within Greensboro to improve conditions throughout the city.

3.8 / 5

Score: 3.8

Comment: This proposal's suggestion of STEM related learning opportunities that is diversified is unique and a productive way of thinking. This could bring variety of skills that would enrich the local workforce and attract outside investors.

3.1 / 5

Score: 3.1

Comment: Although information has been shared regarding the skill sets needed by local companies in the designated industry clusters, there has not been a coordinated effort to fill the education gap through a singular mechanism - only fragmented (e.g., fast-track programs at GTCC and various high school programs). The collaboration component in this proposal is ultimately what makes it so compelling and filled with tangible potential.

4.8 / 5

Score: 4.8

Comment: This proposal uses resources recently put in place and unique collaboration between Colleges and Universities that are working together to address other economic development issues.

3.9 / 5

Score: 3.9

Comment: Comments same as criterion 1. I have nothing further to add.