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| Desirability [Will the administration and/or student body want this?] | The idea has no appeal | There may be some opposition | This idea will be received well by the student body or administration, but not both | The student body or administration will receive the idea well but neither will be negatively affected by it | No opposition to the proposal from either students or administration |
| Viability [The quality of being able to happen or having a reasonable chance of success] | This proposal will have minimal to no chance of success | This proposal has a decent chance of success but with significant obstacles | Success of idea uncertain and will likely meet some obstacles | Potential success is likely with little to no obstacles | Proposal surely be successful and no obstacles stands in its way |
| Feasibility [The state or degree of being easily or conveniently implemented] | This proposal will likely meet Lots of maroon tape, bureaucratic resistance | This proposal will face foreseeable difficulties in implementing | Implementation of the proposal is manageable | Implementation will incur very few difficulties | Implementation of proposal is cost-effective, affordable, and simple |
| Functionality [Is this something that is worth the investment or fund allocation, and what utility does it offer?] | The idea offers no real value or utility | The functionality is unquantifiable | The idea offers some functionality | Utility uncertain but the creativity of the idea is worth it OR The idea offers utility and functionality | The idea is both creative and offers real value and function to the campus |
| ROI (Return on investment) [The financial OR Social return on investment and its horizon] | This idea despite its other aspects is certain not to recoup costs nor provide any social benefit | The proposal posits some return on investment but over a long time horizon with little social benefit | How much investment recouped is uncertain and there is some social benefit | The proposal offers healthy return on investment but no to little social benefit OR it has healthy social benefit and no to little return on investment | The return on investment of the proposal will pay for the investment and also create verifiable social benefit to campus |