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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