

WVU Academic Service Unit Evaluation Rubric

	Exceeds	Meets	Does Not Meet
Strategic Alignment	Provides robust examples of objectives and services that align to strategic priorities	Provides sufficient evidence of alignment	Does not clearly explain alignment
Evidence Base / Data Utilization	Uses multiple kinds of evidence to measure success and provides evidence of a strong data culture within the unit	Provides data points to support the measurement of the majority of objectives and services	Provides data points sparingly
Revenue Generation / Student Success	Generates external revenue (grants, fees, etc.) to cover a portion of operations	Has compelling evidence of contributing to indirect revenue through student success, institutional effectiveness	Does not generate direct revenue and has no accurate evidence of indirect revenue generation
Effectiveness of Operations	Clearly allocates resources towards highest priority objectives and services, clearly recognizes external opportunities and challenges	Demonstrates some evidence of aligning resources towards highest priority objectives and services, has an idea of external opportunities and challenges	Resource allocation decisions are loosely aligned to unit priorities, does not recognize external opportunities and challenges
Budget Reductions	Provides thoughtful and accurate response to budget and resource-related questions, shows a willingness to reduce operations	Provides clear, if not totally complete, responses to budget and resource-related questions	Budget and resource-related responses lack evidence or clarity
Collaborative Spirit	Offers multiple creative ways to engage with other units to improve service	Offers some ways to engage with other units to improve service	Offers only one way to engage with other units to improve service