

Scoring Sections

I. Alignment with State needs for priority communities (10 points) *

Criteria	Score (0-5)	Comments: Strengths/Weaknesses
1. Does proposal intentionally and effectively reach racial/ethnic/cultural/disability/LGBTQ communities not reached effectively by other media? Consider: <ul style="list-style-type: none"> a. Community's access to information and resources (including whether mainstream media outlets intentionally and successfully reach these communities) b. Size of community in Minnesota c. How recently community arrived in Minnesota d. Language needs (including languages spoken, literacy rates) e. Geographic isolation (i.e. Greater Minnesota, especially rural Minnesota) 		
2. Does proposal reach community or communities with <i>increased needs for COVID-19 vaccination messaging</i> ? Consider: <ul style="list-style-type: none"> a. Current vaccination rates b. Systemic racism, other barriers and inequities experienced by community c. Special health concerns/needs of community 		
Total score points for this section (out of 10):		

II. Proposed plan (30 points)

Criteria	Score (0-10)	Comments: Strengths/Weaknesses
3. Are appropriate/effective media formats used for target community or communities?		
4. Is frequency and timeliness of messaging appropriate?		

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Criteria	Score (0-10)	Comments: Strengths/Weaknesses
5. Is the plan for cultural and linguistic adaptations and/or translations reasonable and timely?		
Total score points for this section (out of 30):		

III. History, experience, and qualifications (30 points)

Criteria	Score (0-10)	Comments: Strengths/Weaknesses
6. Does respondent have a strong history of providing timely information to target community? (Examples of work provided may factor into this score.)		
7. Does respondent have strong experience in adapting content for target cultural community? (This may include translation or other forms of cultural adaptation. Examples of work provided may factor into this score.)		
8. Has the respondent established trust with target community? Do they describe lived experience in and/or strong understanding of target community?		
Total score points for this section (out of 30):		

IV. Owned/operated/led by people of color, American Indians, individuals with disabilities, and/or LGBTQ individuals (10 points)

Criteria	Score (0-10)	Comments: Strengths/Weaknesses
9. Is entity owned/operated/led by people of color, American Indians, individuals with disabilities, and/or LGBTQ individuals? (yes=10; no=0)		
Total score points for this section (out of 10):		

V. Cost (20 points)

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Criteria	Score (0-10)	Comments: Strengths/Weaknesses
10. Do the costs for each deliverable seem appropriate (<i>remember that staff time, administrative costs, etc. are included in these unit costs</i>)? Is the total cost appropriate for the number of times reached and depth of reach (<i>for example, a single in-depth radio interview vs. a single social media post</i>)?		
11. Is the proposal cost-effective? (<i>Divide total cost (#11) by total number of people reached (#12)</i>).		\$ _____ / _____ = _____
Total score points for this section (out of 20):		

Final Scores

Scoring Sections	Maximum Points	Awarded Points	Overall Comments
Alignment with State needs	10		
Proposed plan	30		
History, experience, and qualifications	30		
Minority ownership/leadership/operation	10		
Cost	20		
Total	100		