WHITE PAPER / CONCEPT PAPER REVIEW CRITERIA
Prepared for Temple University

INTRODUCTION

• Does the paper catch the reader’s interest immediately?
• Is the purpose of the paper clear?
• Is the paper formatted and written professionally and simply?

PURPOSE

• Does the paper clearly delineate the gap or problem that the project will address?
• Does paper “sell” the reader on the gap or problem and why it’s worth addressing?
• Does the paper explain what has been done to address the gap or problem so far?
• Does the paper connect the gap or problem directly to the funder’s priorities?

GOALS AND OBJECTIVES

• Does the paper clearly state goals and objectives?
• Will the achievement of the goals fill the stated gap or solve the problem?
• Is the achievement of the objectives likely to lead to the fulfillment of the goals?

PROJECT DESCRIPTION

• Does the paper provide a specific plan for implementing the project? (Who/What/When/Where/Why/How)
• Is there enough detail to inspire confidence in the reader, but not so much that the reader gets lost?
• Does the paper describe key tools and methods, and make a case for them?
• Does the project seem feasible?

IMPACT

• Does the paper clearly convey how the results of the project will fill the gap or solve the problem?
• Does the paper showcase the project’s potential impact on a variety of levels? (E.g., institution, communities of practice, society as a whole.)
• Does the potential impact of the project come across as exciting and inspiring?