



## STRATEGY SCREEN

We use these criteria to determine how well a proposed project serves our vision and goals.

**Project:**

**Overall score (out of 56):**

This project..	Score (1-4)	Comments
1. broadens CHS's reach by appealing to multiple <a href="#">audience types</a> (History Enthusiasts, Curious Explorers, Social Facilitators, Boosters, 1 pt for each)		History Enthusiasts ___ Curious Explorers ___ Social Facilitators ___ Boosters ___
2. is very <i>Cambridge</i> . There is a significant or important Cambridge-specific dimension to the questions/issues/stories		
3. uses history to support an identified, timely need in Cambridge and/or to explore an issue the city needs to address		Issue or Need:
4. invites people with diverse backgrounds and experiences to share and weave their Cambridge knowledge together		
5. helps us better serve those we have historically excluded		
6. explores part of Cambridge history in ways that have not been done before		
7. listens, asks questions, nurtures open-ended exploration, and/or fosters thoughtful dialogue		
8. Is one we have the resources (time, staff expertise, \$, connections) to do well		
9. has raised or earned income and/or grant writing potential to increase financial sustainability		loses money = 1; covers some costs = 2; covers direct costs = 3; covers direct, indirect, overhead = 4; makes money = 5
10. helps us make great [new] partners and friends		



This project..	Score (1-4)	Comments
11. Involves the appropriate (right) people in discussion and planning		
12. is boldly open to facing/discussing uncomfortable history		
13. actively supports our anti-racism work		
14. is one we will be proud of, that contributes to what we envision when we close our eyes (engaging, "nuevo-wow," surprising, rainbow sparkle unicorn)		
1 point extra credit for experiments that teach us how to do our work better		

1 = weak, 2 = average, 3 = improvement on our current practice, 4 = slam dunk

**Totals**

0-21: your time is better spent elsewhere

30-41: what changes could you make to this initiative to improve its score?

42-56: go go go!