ROSE RAPID SUMMARY FORM

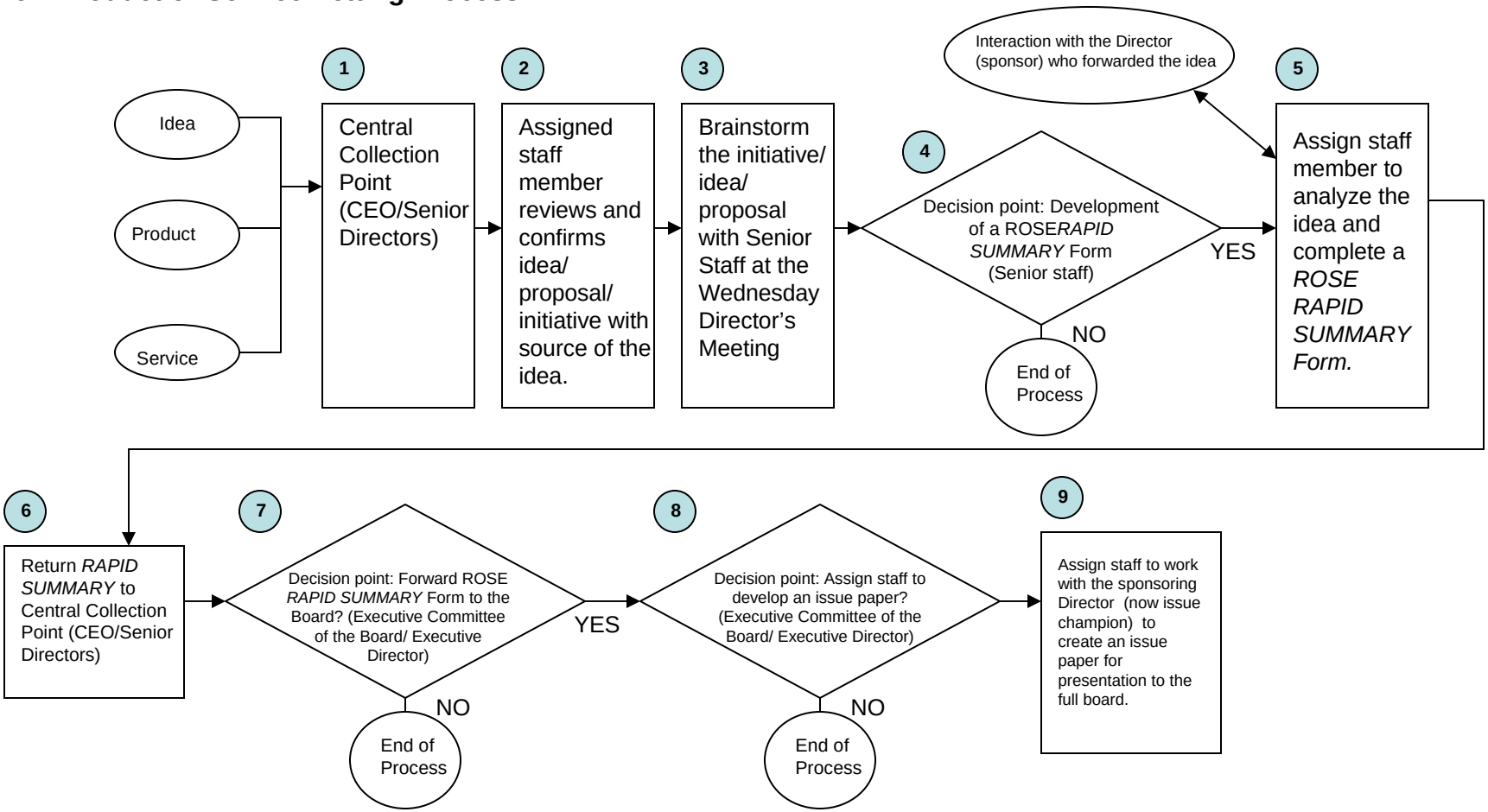
Directions: For newly proposed products or services, complete the eleven questions below. Write your responses for questions 1-7 and 12 in the column marked **Response / Comment**. Write responses for all remaining questions in the column marked **Rating** using the ratings listed below (i.e., write 3 if the project is projected to yield a loss of up to $25k in a single fiscal year) :

Financial impact is measured as follows:
1 = a loss ≥$100k;
2 = a loss between $25k and $100k;
3 = a loss of up to $25k
4 = a project that breaks even
5 = a project that generates revenue of up to $25k
6 = a project that generates revenue of between $25 and $100k
7 = a project that generates revenue of more than $100k

	Criteria	Rating	Response / Comment
1	Summary statement describing the product or service.	N/A	
2	Who is the source of this idea (i.e., staff, board member, or volunteer)?	N/A	
3	Definition of key terms (i.e., total immersion, eligibility, certification etc.).	N/A	
4	Intended audience for the product or service.	N/A	
5	Describe the perceived need of this product or service by the target audience.	N/A	
6	Objective of the product or service.	N/A	
7	Are there any special circumstances that surround the need for this product or service? If yes, please describe.	N/A	
8	Rating of the estimated financial performance* of the product or service.		
9	Rating of financial impact* of the product or service on the Association.		
10	Estimate of the membership's (target audience) perceived value of the product or service once implemented. (using a scale of 1-5 with 1 being the low value and 5 being high value).		

	Criteria	Rating	Response / Comment
11	Estimate of the strategic value of the product or service to the Association (using a scale of 1-5 with 1 being the low value and 5 being high value).		
12	Estimate of the number of staff and or volunteer hours required to set up and manage the product or service.	N/A	Number of staff required: Estimated number of staff hours (total): Number of volunteers required: Estimated number of volunteer hours (total):
13	Could the product or service be implemented via an outsourced agreement?	__Yes __No __N/A	
14	Could the product or service be implemented via a partnership agreement?	__Yes __No __N/A	

New Product or Service Vetting Process



1. Central Collection Point (CEO/Senior Directors): Ideas, proposals, and initiatives that come into the Association through one central point, preferably to the Executive director or senior staff.

2. Assigned staff member reviews and confirms idea/ proposal/ initiative with source of the idea: This step is added to clarify the intention of the person submitting the idea.

3. Brainstorm the initiative/ idea/ proposal with Senior Staff at the Wednesday Director's Meeting: Taps into the brainpower of senior staff in considering an idea from all angles.

4. Decision point: Development of a ROSE *RAPIDSUMMARY* Form: A tool for vetting all ideas, proposals, or initiatives using a standard set of criteria.

5. Assigned staff member analyzes the idea and completes a one-page *ROSE RAPID SUMMARY:* *Assigned staff completes the ROSE RAPIDSUMMARY Form.*

6. Return *RAPIDSUMMARY* to Central Collection Point (CEO/Senior Directors).

7. Decision point: Forward ROSE *RAPIDSUMMARY* Form to the Board?: The Executive Director decides if the idea should be forwarded to the Board for consideration.

8. Decision point: Assign staff to develop an issue paper? If the Board authorizes, the ROSE *RAPIDSUMMARY* Form will be the basis for development of an issue paper by assigned staff.

9. Assign staff to create an issue paper. Assign an "issue champion": The Executive Director will assign a Director to act as an issue champion for the idea.