

College Report on Areas of

Criteria for Identifying and Reporting College Areas of Research, Scholarly and Creative Activities, and Discovery (RSCAD) Strength

These criteria have been developed as a basis for identifying college areas of RSCAD strength and for explaining why a particular area is considered a strength. Colleges may use additional criteria, as they determine appropriate.

1. Addresses current or emerging state, regional, national, and/or global needs
2. High impact (societal, economy, productivity)
3. High return on investment (ROI)
4. Current extramural funding success and/or strong potential for future/sustainable funding
5. National centers, clusters of excellence e.g., NIH, USDA, NSF, USAID, etc.
6. High potential for corporate and/or industry engagement/investment
7. Attracts a high number of graduate students who complete a terminal degree (e.g. Masters, Doctorates, Professional)