

Project Prioritization Matrix

After cataloging the potential projects, the data modernization team should agree upon two or more criteria and prioritize potential projects based on those criteria in the matrix below.

Common criteria include, but are not limited to:

- **Impact:** Which projects have the greatest potential for impact?
- **Urgency:** What risks are associated with not addressing this problem?
- **Alignment:** Does the project align with the health department's strategic plan?
- **Longevity:** Will the project address a program or service that is likely to go away?
- **Sustainability:** Will the project address current problems and prevent future ones from occurring?
- **Resistance:** Is the project likely to meet resistance from internal or external partners?
- **Feasibility:** Do resources and expertise exist to implement this project?

Directions

1. Choose two criteria above that are the highest priority for the health department.
2. Once criteria have been established, put one criterion in the row and one criterion in the column marked Criterion 1 and Criterion 2 in the table below.
3. Discuss each project from the catalogue in the template section above and place the projects into one of the four boxes below based on their fit with each criterion.
4. If more than two criteria are important for the health department, the matrix can be completed multiple times. Start with the criterion lowest on the prioritization list first. Run through this exercise and then only choose the projects within the high-high box to move to the next matrix. This allows for the catalogue of projects to continually become smaller until a few are chosen for implementation.

Sample text is provided in the table on the next page to help understand how to complete the exercise. Edit or replace to fit the health department's needs.

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CRITERION 2:	CRITERION 1:	
	High	Low
High		
Low		

Based on the example above, mapping requests would be prioritized as a project because it has a high impact and high feasibility. The team determined there was enough funding to hire a mapping analyst and noted this project could get done quickly. Shared services scored low on feasibility, because multiple staff would need to be hired and staff from programs across the health department would need to be involved, making the feasibility of this project more difficult than the mapping request.