

Rubric for Art Projects Grants

ARTISTIC MERIT

Needs Improvement 0-3	Satisfactory 4-7	Exemplary 8-10
1. Unclear narrative and inadequate documentation of the project plan and/or the project personnel; incomplete resumes or work samples that fail to address relevant skills and abilities needed to properly assess this project.	1. Clear narrative, complete documentation and resumes of all main artistic and administrative personnel including personnel's areas of expertise, and reviews from previous similar experiences. Personnel documentation is suited to the stated project.	1. Highly accomplished personnel suited to an articulately stated project plan. Documentation includes complete and up to date resumes for both artistic and administrative personnel. Documentation of positive feedback from similar previous projects included.
2. Not enough information to determine artistic quality or project is of questionable artistic merit and does not advance the stated goals or mission of the organization or stated goals for the project or fit the intent of this grant whose purpose is to stimulate and encourage the creation, performance and appreciation of the arts in the region.	2. Documentation clearly shows project has artistic merit and is appropriate to the organization's stated mission and stated goals for the project. Adequate and professional work samples	2. A high level of artistic merit is evident in the documentation and work samples provided.
3. Absence of documentation showing this project is building on rather than duplicating previous arts programming.	3. Documentation that shows project complements and builds upon previous arts programming.	3. Documentation that shows how this project is successfully building on previous arts programming and how it will challenge and stretch the organization. An excitement for the project is evident in the language of the narrative.
4. This project is inappropriate culturally, pedagogically or theologically.	4. This project fills an identifiable cultural void in this community.	4. This project successfully fills an identifiable cultural void in this community and demonstrates sensitivity to the needs of the entire population, diverse or not.
<p>NOTE</p> <p>Special consideration will be given to projects that incorporate the humanities to give context to the arts activities proposed. Our funding for Art Projects Grants is specifically for arts programming. A project with a high quality humanities component that lacks a high quality artistic component should not rank above a project with a high quality artistic component but no humanities component.</p>		

Rubric continued on reverse side.

ABILITY TO ACCOMPLISH THE PROJECT

Needs Improvement 0-3	Satisfactory 4-7	Exemplary 8-10
1. Absence of documentation that shows the organization is prepared to comprehensively plan, carry out and evaluate the project in a timely manner. Incomplete (or no) schedule. Incomplete identification of team structure and member responsibilities.	1. Evidence the organization has a clear plan with reasonable time lines and personnel who are capable and committed to carrying project out.	1. Detailed, comprehensive application showing the organization has a clear plan with reasonable time lines. Personnel participating are capable, well suited and committed to carrying project out. Evaluation tool included.
2. The budget narrative does not match the budget page or correspond to line items.	2. Budget narrative matches budget plan and line items and is easily understandable.	2. Budget narrative reflects budget plan and line items. All is easily understandable and comparable. This budget accurately reflects the needs of a carefully thought out project.
3. Application is missing required support materials or questions are not answered fully.	3. Application includes all support materials and questions are all answered.	3. Application is complete and all questions are answered clearly.
3. Budget not fiscally responsible, is unrealistic or contains frivolous items (parties, dinner). Itemization is not clear or complete. Math is inaccurate. Funded only through ticket sales & SMAHC grant.	3. Budget is fiscally responsible. Math is correct, with no inconsistencies. Funded through at least one source other than SMAHC grant or ticket sales.	3. Budget is fiscally responsible. Math is correct, no inconsistency. Funding comes from a variety of sources.
4. Inadequate publicity and promotional plan. Not enough lead time or budget. Publicity venue(s) are unspecified or inappropriate.	4. Publicity and promotional plan reflect the scope of the project and the demographics and flavor (how do people find out about events?) of the region.	4. The promotional plan includes more than one form of publicity. (example: poster, radio spots and mailer or blanket e-mail etc) based on some basic regional research insuring a wide and broad community is invited to participate in the project.
5. No evidence of similar successful projects in the past or insufficient evidence that planning personnel are qualified to plan a good project.	5. Organization has documentation that they have had the commitment and support to carry out a successful similar project in the past.	5. A comprehensive, organizational history of past completed projects.

COLLABORATION OR SUPPORT FOR THE PROJECT

Needs Improvement 0-3	Satisfactory 4-7	Exemplary 8-10
1. Absence of diverse community support and involvement	1. Adequate representation of community support and involvement	1. There is substantial support from a wide range of community organizations, businesses and community members
2. Project offers little difference in broadening awareness of the arts in their power to enrich communities and lives.	2. Project stretches the organizations programming and details how it will impact artists, the arts community, and region.	2. Project stretches the organizations programming and details how it will impact artists, the arts community, and region in significant way.
3. Evidence of growth from past projects not documented	3. Evidence of growth from past projects	3. Documentation that shows how project builds on growth from past projects.
4. Duplicates without enriching upon other existing projects in the community	4. Project expands the community's artistic experience or awareness	4. Evidence that this is an innovative project that stretches the organizations artistic or organizational skills or awareness.