Cultural Development Application
Assessment Rubric

PRESERVATION
Application Category

The following rubric shall accompany the Cultural Development program guidelines. Applicants are advised to use the descriptive qualities in crafting an application. Panelists are advised to use the same descriptive qualities to assign a score for each application section. These are project-based applications.

Preservation projects invest in Oregon's cultural heritage by recovering, preserving and sharing historic assets and achievements. Funded Preservation projects can include historic restoration/renovation, exhibits, digital and oral preservation/archive work, work with museum collections and historic research/publications, among others.

Significance of Project *20 points*	Highly Competitive	Competitive	Non-competitive
Explain the significance of the preservation project to your community and your organization. How will the project advance cultural heritage by recovering, preserving and sharing historic assets and achievements?	Significance of preservation project to community and organization clearly defined. Project activities clearly advance community-specific cultural heritage by recovering, preserving, and/or sharing historic assets and achievements.	Significance of preservation project to community and organization adequately defined. Project activities advance community-specific cultural heritage by recovering, preserving, and/or sharing historic assets and achievements.	Significance of preservation project to community and organization ill defined. Project activities do not advance community-specific cultural heritage by recovering, preserving, and/or sharing historic assets and achievements.
Project Quality & Design *20 points*	**Highly Competitive**	**Competitive**	**Non-competitive**
Define the quality of your project- its scope, time, and use of costs. Describe the project design process- how will it help accomplish the strategic objectives of your organization? If this is a renovation or construction project, identify the	Project quality clearly illustrated by project scope (definition of roles, responsibilities, costs involved). Project directly supports the long-term strategic objectives of organization. In the case of renovation or construction projects, proposed contractor	Project quality adequately illustrated by project scope (definition of roles, responsibilities, costs involved). Project reasonably supports the long-term strategic objectives of organization. In the case of renovation or construction	Project quality insufficiently illustrated by project scope (definition of roles, responsibilities, costs involved). Project vaguely supports the long-term strategic objectives of organization. In the case of renovation or construction

proposed contractor and their qualifications and ability to carry out the project.	highly qualified to carry out the project.	projects, proposed contractor qualified to carry out the project.	projects, proposed contractor not qualified to carry out the project.
Community Impact & Public Benefit *30 points*	**Highly Competitive**	**Competitive**	**Non-competitive**
Describe the change that will result from this project within the project period. How will increased investment in cultural heritage impact your community? Include intended outcomes and who will benefit (include population/geographic scope). If your organization has developed goals around diversity, equity, and inclusion, how does this project help achieve these goals?	Project specifically demonstrates meaningful public value. Project activities clearly designed to increase investment in cultural heritage in area of service. If organization has identified diversity equity, and inclusion goals, there is clear alignment with stated project goals.	Project demonstrates meaningful public value. Project activities designed to increase investment in cultural heritage in area of service. If organization has identified diversity equity, and inclusion goals, there is some alignment with stated project goals.	Project incompletely demonstrates meaningful public value. Project activities not designed to increase investment in cultural heritage in area of service. If organization has identified diversity equity, and inclusion goals, there is little alignment with stated project goals.
Project Evaluation *20 points*	**Highly Competitive**	**Competitive**	**Non-competitive**
Who will measure the project's success and what indicators will they use? Referencing your submitted project timeline, identify key benchmarks for stated project **outputs** (number of participants, demographics, deliverables) and **outcomes** (change in historic assets and achievements; value of investment in Oregon heritage increased; change in engagement of community members in area of service, other shifts in attitude or behaviors).	Evaluation plan clearly articulates why the project was determined to be successful. Evaluation plan in place to measure change over the funding period. Project timeline referenced. Project-specific outputs and outcomes clearly defined. Evaluator can provide objective assessment of project success.	Evaluation plan articulates why the project was determined to be successful. Evaluation plan described in relation to project timeline. Project outputs and outcomes provided but not distinguished. Evaluator identified and may objectively assess project success.	Evaluation plan poorly articulates why the project was determined to be successful. Evaluation plan unclear. Project timeline not referenced. Project outputs and outcomes not defined. Evaluator not identified.

Organization and Project Management *10 points* Identify the qualifications and effectiveness of professional staff and board to support the organization's mission, programming and services, including: organization's ability to plan and evaluate project progress; evidence of effective financial management and health (including maintaining appropriate organizational budgets and the ability to address financial challenges).	Highly Competitive	Competitive	Non-competitive
	Explanation of organization and project management shows: 1) Staff and Board highly qualified; 2) Clear ability to monitor project progress; 3) Clear evidence of fiscally responsible and healthy organization.	Explanation of organization and project management shows: 1) Staff and Board reasonably qualified; 2) Adequate ability to monitor project progress; 3) Reasonable evidence of fiscally responsible and healthy organization.	Explanation of organization and project management shows: 1) Staff and Board lacking appropriate qualifications; 2) Ability to monitor project progress unclear; 3) Little evidence of fiscally responsible and healthy organization.