



Fiscal Year 2021
Cultural Development Application
Assessment Rubric

CREATIVITY
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.

Creativity projects create and/or present cultural or scholarly work; they support the work developed by artists, cultural experts or scholars who promote creative expression as a core part of vibrant communities. Funded Creativity projects can include public exhibits, cultural/artistic residencies, cultural/artistic programming/productions/performances, commemorative works, scholarly research and publications, and special commissions to support emerging cultural/artistic leaders, among others.

	Highly Competitive	Competitive	Non-competitive
<p>Significance of Project <i>20 points</i></p> <p>Explain the significance of the project to your community and your organization. If funded, how will the project support the work developed by artists, cultural experts or scholars who promote creative expression as a core part of vibrant communities?</p>	<p>Significance of creativity project to community and organization clearly defined. Project activities clearly supports the work developed by artists, cultural experts or scholars. Selected artists, cultural experts or scholars are strongly engaged in promoting creative expression as a core part of their community.</p>	<p>Significance of creativity project to community and organization defined. Project activities supports the work developed by artists, cultural experts or scholars. Selected artists, cultural experts or scholars are engaged in promoting creative expression as a core part of their community.</p>	<p>Significance of creativity project to community and organization poorly defined. Project activities do not support the work developed by artists, cultural experts or scholars. Selected artists, cultural experts or scholars are not engaged in promoting creative expression as a core part of their community.</p>
<p>Project Quality & Design <i>20 points</i></p> <p>Define the quality of your project- its scope, time, and budget allocation. Describe the project design process- how will it help accomplish the strategic objectives of your organization?</p>	<p>Project quality clearly illustrated by project scope (definition of roles, responsibilities, costs involved). Project directly supports the long-term strategic objectives of organization.</p>	<p>Project quality adequately illustrated by project scope (definition of roles, responsibilities, costs involved). Project reasonably supports the long-term strategic objectives of organization.</p>	<p>Project quality insufficiently illustrated by project scope (definition of roles, responsibilities, costs involved). Project vaguely supports the long-term strategic objectives of organization.</p>

Community Impact & Public Benefit

30 points

Describe the change that will result from this project within the project period. How will support for creative expression 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?

Highly Competitive

Project specifically demonstrates meaningful public value and creative collaboration. Project activities clearly designed to engage artists, cultural experts or scholars in community-based creative expression. If organization has identified diversity equity, and inclusion goals, there is clear alignment with stated project goals.

Competitive

Project demonstrates meaningful public value and creative collaboration. Project activities are designed to engage artists, cultural experts or scholars in community-based creative expression. If organization has identified diversity equity, and inclusion goals, there is some alignment with stated project goals.

Non-competitive

Project does not demonstrate meaningful public value and creative collaboration. Project activities not designed to engage artists, cultural experts or scholars in community-based creative expression. If organization has identified diversity equity, and inclusion goals, there is little alignment with stated project goals.

Project Evaluation

20 points

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 engagement of artists/cultural workers in area of service value of creative expression as core part of vibrant communities increased, other shifts in attitude or behaviors towards emerging cultural/artistic leaders).

Highly Competitive

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.

Competitive

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, may or may not be able to objectively assess project success.

Non-competitive

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
<p>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.</p>	<p>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.</p>	<p>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.</p>