

**EVALUATION CRITERIA FOR VISUAL ARTS PROJECT AND PRESENTING GRANTS**

10 points each except for the criterion of Artistic Excellence, which is worth 20 points  
 Total possible: 120

Please use the following Rubric to score. Include comments to provide justification for your scores. Please note that comments are used and **may be published** to communicate support for panel funding recommendations to Council members. Comments remain anonymous and no individual panel members will be identified with specific comments.

Reviewers will have an opportunity to change funding recommendations during panel meeting by conference call. (Scores will remain as submitted but are not published.)

**ON-LINE REVIEW PANEL SCORING RUBRIC FOR VISUAL ARTS GRANTS**

Artistic Excellence	Strong Evidence 8-10 pts	The merit or value of the artistic activities is clearly evident and well articulated and the qualifications of the organization and primary artists are described in the narrative.
	Some Evidence 4-7 pts	The merit or value of the artistic activities is implied without specifics. Qualifications of the organization and primary artists are generally stated without specifics.
	Little or No Evidence 0-3 pts	The merit or value of the artistic activities is not evident or is hard to determine. Qualifications of the organization and primary artists are not addressed or are hard to determine from the narrative.
Community Support	Strong Evidence 8-10 pts	Applicant is part of the community fabric and addresses a significant community need. The proposal involves the community in planning, implementation, and evaluation.
	Some Evidence 4-7 pts	Community involvement is minimal or superficial, outreach to new audiences is weak, basic accessibility provided, some community support.
	Little or No Evidence 0-3 pts	No indication of community involvement in the planning or proposed implementation of the project.
Educational Benefits	Strong Evidence 8-10 pts	There is a clear, detailed explanation of educational content presented in narrative that indicates specific connections to the curriculum or effective presentation to a general audience.
	Some Evidence 4-7 pts	There is an implied possibility of educational value for K-12 or general public without specifics.
	Little or No Evidence 0-3 pts	Educational potential is hard to determine.
Benefit to Professional Artists	Strong Evidence 8-10 pts	The project benefits a professional artist (or artists) through exposure, professional development and fees.
	Some Evidence 4-7 pts	There is an implied benefit to professional artists in this proposal, but those benefits are not clearly articulated.
	Little or No Evidence 0-3 pts	It is hard to determine the benefit to professional artists in this proposal.

Cultural Diversity	Strong Evidence 8-10 pts	The application clearly indicates activities that will provide opportunities for participants to explore the arts as relevant to diverse cultures within Alabama or beyond.
	Some Evidence 4-7 pts	The application implies activities that may provide opportunities for participants to explore the arts as relevant to diverse cultures within Alabama or beyond, but lacks specific details.
	Little or No Evidence 0-3 pts	Opportunities for participants to explore the arts as relevant to diverse cultures are not indicated or are hard to determine in this proposal.
Accessibility	Strong Evidence 8-10 pts	The application leaves no question as to how activities will be adapted and personnel will be provided when appropriate to create an inclusive environment for all populations, particularly those with specific disabilities and limitations. It demonstrates strong outreach to underserved audiences and promotes accessibility.
	Some Evidence 4-7 pts	The application implies intent to provide an inclusive environment for all populations, but does not clearly articulate the specifics about adaptations and/or personnel to be employed.

	Little or No Evidence 0-3 pts	The application includes few or no plans to adapt activities or provide personnel to create an inclusive environment.
Venue or Format	Strong Evidence 8-10 pts	The facilities or formats chosen for this project, performances, media project and/or exhibits are described in detail, with appropriate considerations for particular needs of the project and within the involved art form(s). The venue or format seems well suited to meet the goals of this proposal.
	Some Evidence 4-7 pts	The facilities or formats for the project are identified with few details, but with a reasonable expectation that they will be adequate for the project.
	Little or No Evidence 0-3 pts	There is little or no information given about the facilities or formats to be used for the project.
Personnel	Strong Evidence 8-10 pts	There is a strong presence of qualified personnel to design the project, indicating the likelihood of successful implementation, as evidenced through staff qualifications and experience relevant to the project.
	Some Evidence 4-7 pts	It is implied that there will be at least one strong administrator to see the project through to completion, but qualifications and experience are not clearly defined in the proposal.
	Little or No Evidence 0-3 pts	There is little or no indication that qualified personnel are in place to administer the project; or the qualifications of the personnel do not match the needs for the design of the project.

Budget	Strong Evidence 8-10 pts	Income and expenses balance. Items in budget are clear and relevant to project description as explained either in the narrative or a more detailed budget attachment. Expenses are appropriate to the project and are eligible for funding. Cash match is strong as determined by the demographics of the school/organization and/or any circumstantial evidence provided.
	Some Evidence 4-7 pts	Income and expenses balance. Items in budget seem relevant to project but are not broken down enough to include specifics. Expenses are appropriate to the project and are eligible for funding. Cash match is adequate as determined by the demographics of the school/organization and/or any circumstantial evidence provided.
	Little or No Evidence 0-3 pts	Income and expenses do not balance. Items in budget are not relevant to project as described in narrative. Some budget items are not eligible and/or cash match is weak.
Partnerships and Collaboration	Strong Evidence 8-10 pts	The application clearly articulates how grant support will be used to promote statewide or community partnerships by identifying those potential partners and explaining how each partner will benefit from shared goals, opportunities and needs. The application clearly articulates a planning process that includes collaborations between artists, communities and organizations. Responsibilities for planning and implementation are well defined.
	Some Evidence 4-7 pts	The application implies an opportunity for statewide or community partnerships, but does not clearly identify those potential partners and/or explain how each partner would benefit. The application implies a collaborative process, but is not specific concerning personnel and responsibilities for planning and implementation.
	Little or No Evidence 0-3 pts	There is little or no indication that statewide or community partnerships would be developed. The application lacks a description, or is very unclear about a collaborative process during planning and implementation.
Long-term impact	Strong Evidence 8-10 pts	The proposal includes provisions to extend the impact of the project beyond the grant period such as methods for sharing and replication, evaluation and revision, growth, expansion and sustainability.
	Some Evidence 4-7 pts	The proposal implies efforts and/or an ability to extend the impact of the project beyond the grant period, but does not include details concerning specific methods to be used.
	Little or No Evidence 0-3 pts	The proposal has little or no indication of a vision that would extend the impact of the project beyond the period of the grant.