

**COMMUNITY CULTIVATION GRANT PROCESS: REVIEW CRITERIA AND SCORING RUBRIC**

	<b>10 POINTS – EXCELLENT</b> <i>Very Confident about Applicant’s Abilities</i>	<b>4 POINTS – AVERAGE</b> <i>No Apparent “Red Flags” about Applicant’s Abilities</i>	<b>1 POINT – WEAK</b> <i>Concerns about Applicant’s Abilities</i>
<b>Artistic Quality</b> <i>Who are you?  Who/What guides your work?  Programming  Staff  Sample Work</i>	<ul style="list-style-type: none"> <li>▪ Clearly outlines current and future direction and strategies to achieve quality programming</li> <li>▪ Demonstrates strong programming capabilities</li> <li>▪ Sample work clearly demonstrates the high quality of the artistic product</li> </ul>	<ul style="list-style-type: none"> <li>▪ Does not clearly outline current and/or future direction and strategies to achieve quality programming</li> <li>▪ Does not fully convince of programming capabilities</li> <li>▪ Sample work raises some questions about the quality of the artistic product</li> </ul>	<ul style="list-style-type: none"> <li>▪ Does not convincingly demonstrate that current and/or future direction and strategies will lead to quality programming;</li> <li>▪ Weak programming capabilities</li> <li>▪ Sample work does not demonstrate a high- quality artistic product</li> </ul>
<b>Impact on Communities/ Audiences</b> <i>To whom does it matter?  Plans and opportunities to grow audiences?  Charting path to diversity?</i>	<ul style="list-style-type: none"> <li>▪ Compellingly and specifically demonstrates significant impact on the community or communities served</li> <li>▪ Public value clearly stated and communicated</li> <li>▪ Plan to grow/engage audiences is feasible</li> <li>▪ Narrative regarding diversity provides convincing results from previous efforts and about current/future plans to increase the diversity of the organization and its audiences</li> </ul>	<ul style="list-style-type: none"> <li>▪ Demonstrates some measurable impact on the community or communities served</li> <li>▪ Public value not convincingly argued</li> <li>▪ Plan to grow/engage audiences is not convincing</li> <li>▪ Narrative regarding diversity is vague about progress made from previous efforts and/or about current/future plans to increase the diversity of the organization and its audiences</li> </ul>	<ul style="list-style-type: none"> <li>▪ Does not present convincing argument about the impact on the community or communities served</li> <li>▪ Public value poorly argued or not argued at all</li> <li>▪ Plan to grow/engage audiences is weak or non-existent</li> <li>▪ Narrative regarding diversity raises red flags about organization’s commitment to increasing the diversity of the organization and its audiences</li> </ul>
<b>Organizational Capabilities</b> <i>Overall application  Financial and Administrative Information  Staffing</i>	<ul style="list-style-type: none"> <li>▪ Application is very well-written and with the other materials provides an engaging, insightful and convincing overview of the organization and its programming</li> <li>▪ Application elicits confidence in the organization’s financial and administrative capacity, efficacy and stability</li> <li>▪ Clear, concise financial information provided; raises no concerns</li> <li>▪ No concerns raised about staffing qualifications</li> </ul>	<ul style="list-style-type: none"> <li>▪ Application and materials provide good overview of the organization and its programming</li> <li>▪ Application raises some questions about the organization’s financial and administrative capacity, efficacy and stability</li> <li>▪ Financial information raises some concerns</li> <li>▪ Some questions raised about staffing qualifications</li> </ul>	<ul style="list-style-type: none"> <li>▪ Application does not provide a clear or engaging overview of the organization or its programming</li> <li>▪ Application raises strong concerns about the organization’s financial and administrative capacity, efficacy and stability</li> <li>▪ Financial information unclear and/or otherwise raises red flags</li> <li>▪ Concerns raised about staffing qualifications</li> </ul>