

#### Florida Division of Arts and Culture

#### **Scoring Rubric for**

### **General Program Support and Specific Cultural Project Applications**

## How to use this rubric

Grant panelists will receive a copy of the rubric as a part of their panelist training materials. The rubric will be employed to ensure as fair and unbiased a panel process as possible. The scoring mechanism defines each of the four criteria scored by panelists: Quality of Offerings, Reach and Impact, Track Record, and History and Heritage Promotion. Within each criterion, benchmark descriptions and corresponding point values are listed to serve as a guide in the scoring process.

Grant applicants can use the rubric as a guideline in completing their applications.

#### Overall consideration for the applications:

Value	Description	Score
Excellent	Strongly demonstrates public value of arts and culture. Strongly merits investment of State of Florida	90 - 100
	funding.	
Great	Demonstrates public value of arts and culture. Merits investment of State of Florida funding.	80 - 89
Good	Satisfactorily demonstrates public value of arts and culture. Does not strongly merit investment of	60 - 79
	State of Florida funding.	
Fair	Does not sufficiently demonstrate public value of arts and culture. Does not merit investment of State	40 - 59
	of Florida funding.	
Weak	Makes an incomplete and/or inadequate case for the public value of arts and culture. Does not merit	0 - 39
	investment of State of Florida funding. Information is confusing, unclear and lacks specific details.	

#### **Quality of Offerings (Up to 40 Points)**

The following application information will be considered when evaluating an application for Quality of Offerings: Applicant Mission Statement, Applicant Goals/Objectives/Activities, Programming/Project Description, Partnerships and Collaborations and Required Attachments and Support Materials. Note: An application should not be considered if it indicates lack of compliance with all state and federal laws. This is also the case with regard to the applicants' activities, including non-grant funded activities, that are of such a nature that the applicant would be in violation of Florida Statute Chapter 847 if a minor were to be present.

33 - 40 points	24 - 32 points	16 - 23 points	0 - 15 points
Mission statement clearly describes	Mission statement describes	Mission statement	Mission statement does not clearly
organization and programs/activities	organization and	describes organization and	describe organization and
fully support the mission	programs/activities fully	programs/activities do not	programs/activities do not fully
	support the mission	fully support the mission	support the mission
Clearly describes exemplary	Clearly describes proposed	Describes proposed	Proposed programing/project and
proposed programming/project and	programing/project and	programing/project and	their relevance to the intended
their relevance to the intended	their relevance to the	their relevance to the	participants, audiences and
participants, audiences and	intended participants,	intended participants,	communities are unclear
communities	audiences and communities	audiences and	
		communities	
Extensive and clearly describes	Clearly describes	Limited	Minimal and unclear
partnerships/collaborations	partnerships/collaborations	partnerships/collaborations	partnerships/collaborations
Required Attachments and Support	Required Attachments and	Required Attachments and	Required Attachments and Support
Materials clearly demonstrate	Support Materials clearly	Support Materials	Materials are unclear
exemplary programming	demonstrate programming	demonstrate programming	
Score:			

#### Reach and Impact (Up to 35 Points)

The following application information will be considered when evaluating an application for Reach and Impact: the number of proposed events, opportunities for public participation and counties served; location and reach of the programming/project; estimated number of individuals, youth and artists benefiting; marketing/promotion/publicity plans and audience development/expansion; and programming/project impact narrative.

28 - 35 points	21 - 27 points	14 - 20 points	0 - 13 points
Provides vital arts and cultural	Provides significant arts and	Provides arts and cultural	Provides minimal arts and
services to community or service	cultural services to community	services to community or	cultural services to community
area	or service area	service area	or service area
Provides compelling and specific	Demonstrates significant	Describes limited economic	Describes very minimal
information about extensive	economic impact of	impact of programs/projects	economic impact of
economic impact of programs /	programs/projects that relate	that relate to the organization's	programs/projects or is not
projects that relate to the	to the organization's mission	mission	measurable
organization's mission			
Extensive activities are proposed	Reasonable activities are	Limited activities are proposed	Very minimal activities are
and are achievable within the	proposed and are achievable	and/or concerns about the	proposed and/or serious
grant period	within the grant period	achievability within the grant	concerns about the achievability
		period	within the grant period
Educational and outreach	Educational and outreach	Limited educational and	Very minimal educational and
components fully serve the	components serve the	outreach components serve the	outreach components do not
constituency and are appropriate	constituency and are	constituency and are minimally	serve the constituency and are
for the program(s) or project(s)	appropriate for the program(s)	appropriate for the program(s)	not appropriate for the
	or project(s)	or project(s)	program(s) or project(s)

# Reach and Impact (continued)

28 - 35 points	21 - 27 points	14 - 20 points	0 - 13 points
Very appropriate and effective	Appropriate and effective	Limited and minimally effective	Very limited and minimally
marketing/promotion/publicity	marketing/promotion/publicity	marketing/promotion/publicity	effective
and audience	and audience	and audience	marketing/promotion/publicity
development/expansion efforts	development/expansion	development/expansion efforts	and audience
	efforts		development/expansion efforts
Very appropriate number of	Appropriate number of	Minimal number of individuals	Very minimal number of
individuals benefiting from the	individuals benefiting from the	benefiting from the	individuals benefiting from the
program/project and/or serving a	program/project	program/project	program/project
rural community or heritage site.			

### Track Record (Up to 20 points)

The following application information will be considered when evaluating an application for Track Record: the applicant's reporting history and current compliance; Operating and Programming/Project Budget; and Fiscal Condition and Sustainability.

15 - 20 points	10 - 14 points	5 - 9 points	0 - 4 points
Very confident in the	Very minimal concerns about	Concerns about the	Multiple concerns about the
organization's fiscal stability and	the organization's fiscal	organization's fiscal stability	organization's fiscal stability and
ability to carry out the proposed	stability and ability to carry	and ability to carry out the	ability to carry out the proposed
activities given the operating	out the proposed activities	proposed activities given	activities given the operating
budget, grant proposal budget	given the operating budget,	the operating budget, grant	budget, grant proposal budget
and fiscal information	grant proposal budget and	proposal budget and fiscal	and fiscal information
	fiscal information	information	
Exemplary reporting history and	Very minimal concerns about	Concerns about the	Multiple concerns about the
current compliance	the applicant's reporting	applicant's reporting history	applicant's reporting history and
	history and current	and current compliance	current compliance
	compliance		
Very confident in the ability of	Very minimal concerns about	Concerns about the ability	Multiple concerns about the
the applicant to carry out the	the ability of the applicant to	of the applicant to carry out	ability of the applicant to carry
programming/project during the	carry out the	the programming/project	out the programming/project
grant period and sustain it after	programming/project during	during the grant period and	during the grant period and
the grant period	the grant period and sustain	sustain it after the grant	sustain it after the grant period
	it after the grant period	period	
Score:			

#### History and Heritage Promotion (5 points)

Does the applicant's activities and or project promote or enhance Florida's history, heritage, traditions, ways of life, or state symbols, which are defined as one of the symbols designated by the Florida Legislature in Chapter 15, Florida Statutes?

Five points are awarded if the question is answered by the panel in the affirmative.