Cultural Development Application
Assessment Rubric

CAPACITY
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.

Capacity projects strengthen cultural organizations through increased stability, improved sustainability or by measuring/sharing/evaluating community cultural impact. Funded Capacity projects can include organizational or community cultural planning, new investments in organizational capacity (staffing, equipment, marketing, development, online resources, building infrastructure, etc.), and new investments for organizational sustainability, among others.

Significance of Project *20 points*	Highly Competitive	Competitive	Non-competitive
Explain the significance of this one-time, strategic investment to your organization. If funded, how will the project build your organization's capacity by increasing stability, improving sustainability, and/or developing a cultural impact process? Is this an investment in your organization's programmatic or operational capacity?	Significance of capacity project to organization clearly defined. Discrete project activities demonstrably increase organizational stability, improving sustainability, and/or the development of a cultural impact process. Clear investment(s) made towards the organization's programmatic or operational capacity.	Significance of capacity project to organization defined. Discrete project activities increase organizational stability, improving sustainability, and/or the development of a cultural impact process. Investment(s) made towards the organization's programmatic or operational capacity.	Significance of capacity project to organization ill defined. Generalized project activities may increase organizational stability, improving sustainability, and/or the development of a cultural impact process. Unclear which investment(s) made towards the organization's programmatic or operational capacity.
Project Quality & Design *20 points*	Highly Competitive	Competitive	Non-competitive
Define the quality of your project- its scope, time, and budget allocations. Describe the project design process- how will it help	Project quality clearly illustrated by project scope (definition of roles, responsibilities, costs involved). Project directly	Project quality adequately illustrated by project scope (definition of roles, responsibilities, costs involved).	Project quality insufficiently illustrated by project scope (definition of roles, responsibilities, costs involved).

accomplish the strategic objectives of your organization?	supports the long-term strategic objectives of organization.	Project reasonably supports the long-term strategic objectives of organization.	Project vaguely supports the long-term strategic objectives of organization.
Community Impact & Public Benefit *30 points* Describe the change that will result from this project within the project period. How will a strategic investment in your organizational capacity impact your community in the short and long term? If your organization has developed goals around diversity, equity, and inclusion, how does this project help achieve these goals?	**Highly Competitive**	**Competitive**	**Non-competitive**
	Project specifically demonstrates organizational growth/evolution in service to the community. Project activities clearly designed to improve organizational performance in the short and long term. If organization has identified diversity equity, and inclusion goals, there is clear alignment with stated project goals.	Project demonstrates organizational growth/evolution in service to the community. Project activities designed to improve organizational performance in the short and long term. If organization has identified diversity equity, and inclusion goals, there is alignment with stated project goals.	Project does not demonstrate organizational growth/evolution in service to the community. Project activities are not designed to improve organizational performance in the short and long term. 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** (new staffing, equipment, marketing, development, online resources, building infrastructure, etc.), and **outcomes** (increased stability, improved sustainability, barriers to organization diminished, value of organization to community increased, other shifts in attitude of behaviors related to organization's service to the field).	**Highly Competitive**	**Competitive**	**Non-competitive**
	Evaluation plan clearly articulates why the project was determined to be successful. Evaluation plan in place to measure change over the grant 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 be able to 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 may not be able to objectively assess project success.

Organization and Project Management *10 points*	Highly Competitive	Competitive	Non-competitive
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).	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.