



EVALUATION RUBRIC

For both General Operating and Collaborative applications, please remember that preference will be given to community-led organizations that are centered in the community. In the context of this initiative, the term “community” may refer to a range of shared connections from geographic proximity to shared identity. This initiative understands that the phrase, “centered in the community” is dependent on multiple factors unique to each organization. Applicants are encouraged to provide their own concept of “community-centering” within the broader context of their communities served. Where applicable, applicants are encouraged to provide demographic information on income levels, race, ethnicity, gender, etc.

General Operating Application

	5	4	3	2	1
<p><i>Provide your organization’s mission and describe how you serve your community.</i></p> <p><i>Please include a brief description of your mission-driven activities and programs.</i></p>	<p>Mission is <u>fully focused</u> on arts and culture, with a <u>direct emphasis</u> on centering the community served.*</p> <p>Activities and programs are <u>fully aligned</u> with arts and culture, with a <u>direct emphasis</u> on centering the community served.</p>	<p>Mission is <u>primarily focused</u> on arts and culture, with a <u>general emphasis</u> on centering the community served.*</p> <p>Activities and programs are <u>mostly aligned</u> with arts and culture, with a <u>general emphasis</u> on centering the community served.</p>	<p>Mission has <u>some focus</u> on arts and culture, with <u>some emphasis</u> on centering the community served.*</p> <p>Activities and programs are <u>somewhat aligned</u> with arts and culture, with <u>some emphasis</u> on centering the community served.</p>	<p>Mission has <u>minimal focus</u> on arts and culture, with <u>little to no emphasis</u> on centering the community served.*</p> <p>Activities and programs are <u>minimally aligned</u> with arts and culture, with <u>little emphasis</u> on centering the community served.</p>	<p>Mission has <u>little to no focus</u> on arts and culture, with no exception granted.*</p> <p>Mission has <u>no emphasis</u> on centering the community served.</p> <p>Activities and programs have <u>very little to no alignment</u> with arts and culture, with <u>no emphasis</u> on centering the community served.</p>
<p>*If org has an approved exception, arts and culture mission focus is not required.</p>					

<p><i>Define the primary community or audience your organization serves.</i></p> <p><i>Provide a detailed description, including demographics, of your community/audience served within the context of the greater community.</i></p>	<p>Community/audience is <u>clearly</u> defined.</p> <p>The org provides a <u>full and detailed understanding</u> of the community/audience within the context of the greater community.</p>	<p>Community/audience is <u>mostly</u> defined.</p> <p>The org provides a <u>somewhat detailed understanding</u> of the community/audience within the context of the greater community.</p>	<p>Community/audience is <u>somewhat</u> defined.</p> <p>The org provides a <u>general</u> understanding of the community/audience within the context of the greater community.</p>	<p>Community/audience has <u>little to no</u> definition.</p> <p>The org provides <u>little understanding</u> of the community/audience within the context of the greater community.</p>	<p>Community/audience is <u>not</u> defined.</p> <p>The org provides <u>no understanding</u> of the community/audience within the context of the greater community.</p>
	<p>Example: Organization X serves A and B communities. Zip code demographics of A and B communities are... In comparison, A and B communities represent Y% of our organization's audience.</p>				
<p><i>How does the leadership of your organization (i.e. board and senior staff) work to reflect the community or audience you serve?</i></p> <p><i>How does the staff work to reflect the community or audience you serve?</i></p>	<p>Leadership and staff are <u>100% reflective</u> of the community/audience.</p> <p>The org is <u>continually working to maintain and deepen this commitment</u> to the community/audience.</p>	<p>The <u>majority</u> of the leadership and staff is reflective of the community.</p> <p>The org is <u>actively executing</u> a plan to increase community/audience representation within the leadership and staff.</p>	<p><u>Some</u> of the leadership and staff are reflective of the community.</p> <p>The org has taken <u>significant steps towards implementing and executing</u> a plan to increase community/audience representation within the leadership and staff.</p>	<p><u>Few</u> of the leadership and staff are reflective of the community.</p> <p>The org has begun to <u>intentionally discuss steps towards implementing</u> a plan to increase community/audience representation within the leadership and staff.</p>	<p>The leadership and staff are <u>not reflective</u> of the community in any way.</p> <p>The org has <u>no plans</u> to work towards reflecting the community.</p>
<p><i>How does your organization work towards centering your community or audience served?</i></p>	<p>Community/audience input influences <u>all aspects</u> of the organization, from governance to programming.</p>	<p>Community/audience input influences the <u>majority</u> of the organization's practices.</p>	<p>Community/audience input influences <u>some</u> of the organization's practices.</p>	<p>Community/audience input influences a <u>minimal</u> part of the organization's practices.</p>	<p>Community/audience input is <u>not</u> part of the organization's practices.</p>

	The org is <u>continually working to maintain and deepen this commitment</u> to the community/audience.	The org is <u>actively executing</u> a plan to fully center the community/audience.	The org has taken <u>significant steps towards implementing and executing</u> a plan to center the community/audience.	The org has <u>begun to discuss steps towards implementing</u> a plan to center the community/audience.	The org has <u>no plans</u> to work towards centering the community/audience.
<p><i>What are your immediate fund development strategies for your current fiscal year?</i></p> <p><i>What are your monetary and non-monetary goals for your current fiscal year?</i></p> <p><i>Should your organization increase capacity, what are your fund development goals beyond this current fiscal year?</i></p>	<p>The organization has a <u>detailed</u> fundraising strategy to bring in revenue from <u>2+ sources</u>.</p> <p>The org is acting on a <u>combination of clearly defined</u> monetary and non-monetary goals.</p> <p>The org has <u>detailed</u>, long-term fund development goals, pending capacity.</p>	<p>The org has a <u>detailed</u> fundraising strategy to bring in revenue from <u>1+ source</u>.</p> <p>The org is acting on <u>some defined</u> monetary and non-monetary goals.</p> <p>The org has <u>some detailed</u> long-term fund development goals, pending capacity.</p>	<p>The org has <u>some</u> fundraising strategies to bring in revenue from <u>1 source</u>.</p> <p>The org is acting on <u>solely monetary or</u> non-monetary goals.</p> <p>The org has <u>general</u>, long-term fund development goals, pending capacity.</p>	<p>The org has <u>some</u> fundraising strategies.</p> <p>The org has <u>little to no</u> monetary or non-monetary goals.</p> <p>The org has <u>few</u> fund development goals, pending capacity.</p>	<p>The org <u>does not have</u> a fundraising strategy.</p> <p>The org has <u>no</u> monetary or non-monetary goals.</p> <p>The org <u>does not have</u> longer-term fund development goals, pending capacity.</p>
	<p>Revenue source examples:</p> <ul style="list-style-type: none"> • # of volunteer hours • Individual donations • Ticket sales <p>Monetary goal example:</p> <ul style="list-style-type: none"> • We plan to raise \$X from Event Y through ticket sales and a silent auction. • We plan to raise \$5K from corporate sponsors. We have raised \$2K to date. <p>Non-Monetary example:</p> <ul style="list-style-type: none"> • We plan to increase our social media engagement by participating in 2 social media marketing workshops. We have signed up for Z workshop and are searching for 1 more before the end of the calendar year. 				

	<ul style="list-style-type: none">• We will create a Development Committee on our Board. We have recruited 2 members so far and plan to recruit 3 additional members.• We will increase our volunteer base by X number of people. We are 30% towards our goal with 6 months left in our fiscal year.
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Collaborative Application

	5	4	3	2	1
<p><i>Provide the primary and collaborating organizations' missions.</i></p> <p><i>Briefly outline mission-driven activities and programs.</i></p>	<p>Missions are <u>fully focused</u> on arts and culture, with a <u>direct emphasis</u> on centering the community served.*</p> <p>Activities and programs are <u>fully aligned</u> with arts and culture, with a <u>direct emphasis</u> on centering the community served.</p>	<p>Missions are <u>primarily focused</u> on arts and culture, with a <u>general emphasis</u> on centering the community served.*</p> <p>Activities and programs are <u>mostly aligned</u> with arts and culture, with a <u>general emphasis</u> on centering the community served.</p>	<p>Missions have <u>some focus</u> on arts and culture, with <u>some emphasis</u> on centering the community served.*</p> <p>Activities and programs are <u>somewhat aligned</u> with arts and culture, with <u>some emphasis</u> on centering the community served.</p>	<p>Missions have <u>minimal focus</u> on arts and culture, with <u>little to no emphasis</u> on centering the community served.*</p> <p>Activities and programs are <u>minimally aligned</u> with arts and culture, with <u>little emphasis</u> on centering the community served.</p>	<p>Missions have <u>little to no focus</u> on arts and culture, with no exception granted.* Mission has <u>no emphasis</u> on centering the community served.</p> <p>Activities and programs have <u>very little to no alignment</u> with arts and culture, with <u>no emphasis</u> on centering the community served.</p>
	*If org has an approved exception, arts and culture mission focus is not required.				
<p><i>Describe the collaboration and its short- and long-term goal(s).</i></p> <p><i>What is each organization's role in reaching the shared goal(s)?</i></p>	<p>The collaboration is <u>clearly stated with details</u>. Short- and long-term goals are <u>clearly detailed</u>.</p> <p>Each org's role is <u>clearly stated with details</u>.</p> <p>Each org is <u>contributing equitably</u> to the collaboration, as appropriate for each org's capacity.</p>	<p>The collaboration is <u>clearly stated with most details</u>. Short- and long-term goals are <u>mostly detailed</u>.</p> <p>Each org's role is <u>clearly stated with most details</u>.</p> <p>Each org is <u>mostly contributing</u> equitably to the collaboration, as appropriate for each org's capacity.</p>	<p>The collaboration is <u>generally stated, without many details</u>. Short- and long-term goals are <u>generally provided</u>.</p> <p>Each org's role is <u>generally stated, without details</u>.</p> <p>Each org is contributing to the collaboration, as appropriate for each org's capacity.</p>	<p>The collaboration is <u>generally stated, without any details</u>. Short- and long-term goals are <u>unclear</u>.</p> <p>Each org's role is <u>unclear</u>.</p> <p>There is <u>some unexplained imbalance</u> of contribution between the organizations.</p>	<p>The collaboration is <u>not clear</u>. Short- and long-term goals are <u>not provided</u>.</p> <p>Each org's role is <u>not provided</u>.</p> <p>There is a <u>significant, unexplained imbalance</u> of contribution between the organizations.</p>

<p><i>What does this collaboration allow each organization to do that it can not do on its own?</i></p>	<p>Participating orgs are <u>significantly</u> benefitting from the collaboration.</p> <p>The benefits are <u>clearly</u> detailed.</p>	<p>Participating orgs are <u>mostly</u> benefitting from the collaboration.</p> <p>These benefits are <u>mostly</u> detailed.</p>	<p>Participating orgs are benefitting from the collaboration.</p> <p>These benefits are <u>generally</u> provided.</p>	<p>There is <u>some unexplained imbalance</u> of benefit for one or more organizations.</p>	<p>There is a <u>significant, unexplained imbalance</u> of benefits for one or more organizations.</p>
<p><i>Define the primary community or audience this collaboration serves.</i></p> <p><i>Provide a detailed description, including demographics, of the community/audience served within the context of the greater community.</i></p>	<p>Community/audience is <u>clearly</u> defined.</p> <p>The application provides a <u>full and detailed understanding</u> of the community/audience within the context of the greater community.</p>	<p>Community/audience is <u>mostly</u> defined.</p> <p>The application provides a <u>somewhat detailed understanding</u> of the community/audience within the context of the greater community.</p>	<p>Community/audience is <u>somewhat</u> defined.</p> <p>The application provides a <u>general</u> understanding of the community/audience within the context of the greater community.</p>	<p>Community/audience has <u>little to no</u> definition.</p> <p>The application provides <u>little understanding</u> of the community/audience within the context of the greater community.</p>	<p>Community/audience is <u>not</u> defined.</p> <p>The application provides <u>no understanding</u> of the community/audience within the context of the greater community.</p>
<p><i>How do the leadership (i.e. board and senior staff) of the collaborating organizations work to reflect the community or audience served?</i></p> <p><i>How does the staff work to reflect the community or audience you serve?</i></p>	<p>Leadership and staff are <u>100% reflective</u> of the community/audience.</p> <p>The orgs are <u>continually working to maintain and deepen this commitment</u> to the community/audience.</p>	<p>The <u>majority</u> of the leadership and staff is reflective of the community.</p> <p>The orgs are <u>actively executing</u> a plan to increase community/audience representation within the leadership and staff.</p>	<p><u>Some</u> of the leadership and staff are reflective of the community.</p> <p>The orgs have taken <u>significant steps towards implementing and executing</u> a plan to increase community/audience representation within</p>	<p><u>Few</u> of the leadership and staff are reflective of the community.</p> <p>The orgs have begun to <u>intentionally discuss steps towards implementing</u> a plan to increase community/audience representation within the leadership and staff.</p>	<p>The leadership and staff are <u>not reflective</u> of the community in any way.</p> <p>The orgs have <u>no plans</u> to work towards reflecting the community.</p>

			the leadership and staff.		
<i>How does this collaboration work towards centering your community or audience served?</i>	Community/audience input influences <u>all aspects</u> of the collaboration. The orgs are <u>continually working to maintain and deepen this commitment</u> to the community/audience.	Community/audience input influences the <u>majority</u> of the collaboration. The orgs are <u>actively executing</u> a plan to fully center the community/audience.	Community/audience input influences <u>some</u> of the collaboration. The orgs have taken <u>significant steps towards implementing and executing</u> a plan to center the community/audience.	Community/audience input influences a <u>minimal</u> part of the collaboration. The orgs have <u>begun to discuss steps towards implementing</u> a plan to center the community/audience..	Community/audience input is <u>not</u> part of the collaboration. The orgs have <u>no plans</u> to work towards centering the community/audience.
<i>Please provide a detailed budget breakdown outlining costs of the collaboration.</i> <i>If necessary, a budget narrative elaborating on your budget lines may be submitted.</i>	Budget provides <u>complete</u> collaboration costs and is clearly detailed. Funding is allocated equitably, with clear explanation. Individual line items are <u>clear</u> and total amounts are <u>accurate</u> .	Budget provides <u>most</u> collaboration costs and is mostly detailed. Funding is mostly allocated equitably, with clear explanation. Individual line items are <u>mostly clear</u> and total amounts are <u>mostly accurate</u> .	Budget provides <u>general</u> collaboration costs. Funding is allocated somewhat equitably, with some explanation. Individual line items are <u>somewhat clear</u> and total amounts are <u>somewhat accurate</u> .	Budget is <u>missing some</u> collaboration costs and is unclear. There is <u>some unexplained imbalance</u> of funding allocation for one or more organizations. Individual line items are <u>unclear</u> and total amounts are <u>inaccurate</u> .	Budget is <u>missing most</u> collaboration costs and is significantly unclear. There is <u>significant unexplained imbalance</u> of funding allocation for one or more organizations. Individual line items are <u>not clear at all</u> and total amounts are <u>inaccurate</u> .

