ARTISTIC QUALITY: *Evidence that arts are integral to the project and project will have high artistic merit for Nebraskans*

40 points	Excellent: 40-33 points	Average: 32-25 points	Weak: 24-0 points
Project Description	**CLEAR** explanation of all activities with specific details (who, what, where, when, and why)	**BASIC** explanation of artistic activities, but the specifics are not clearly articulated	**INSUFFICIENT OR UNCLEAR explanation of artistic activities**; few or no specific details are provided
Artistic Merit	**CLEARLY EVIDENT and WELL ARTICULATED** artistic merit of the project and its value to the community	**IMPLIED but NOT SPECIFIC** evidence of merit of the project and its value to the community	**HARD TO DETERMINE or NO** evidence of the merit of the project and its value to the community
Qualifications of Artists	**CLEAR and COMPELLING** evidence of the qualifications of the primary artists in the Narrative and/or Required Materials –or– If artists are not yet known, there is a **CLEARLY EXPLAINED** criteria for selection	**SUFFICIENT** evidence of the qualifications of the primary artists in the Narrative and/or the Required Materials –or– If artists are not yet known, there is a **VAGUE** criteria for selection	**UNCLEAR** evidence of the qualifications of the primary artists in the Narrative and/or the Required Materials –or– If artists are not yet known, there is **NO or an UNCLEAR** criteria for selection

PLANNING & EVALUATION: *Evidence that the project will be carried out successfully; completeness and accuracy of application*

30 points	Excellent: 30-24 points	Average: 23-17 points	Weak: 16-0 points
Planning Process	**CLEAR** and **EFFECTIVE** planning process, including goals, key people, collaborators and their roles in the project. Timeline is **DETAILED** and **USEFUL** as a planning/implementation tool**.**	**BASIC** planning process description without roles or name; implied goals. Timeline is **BASIC** with **FEW** details.	**UNCLEAR or INEFFECTIVE** planning; little evidence of collaborations or appear superficial; no discernable goals. Timeline is **INACCURATE, CONFLICTING** and/or **NOT DETAILED.**
Evaluation Process	**CLEAR** and **EFFECTIVE** evaluation process that relates to the project's goals, describing what info will be gathered <u>and</u> how results will be used	**BASIC** evaluation process, describing what info will be gathered AND the use of the results	**UNCLEAR or NO** evaluation process describing what information will be collected or why
Target Audience	**CLEARLY IDENTIFIED and REASONED** target audience	**VAGUE** target audience referenced, but unexplained	**NO** target audience referenced or explained
Promotion	**EFFECTIVE** promotion efforts planned to reach the intended audiences	**ADEQUATE** promotion efforts planned to reach the intended audiences	**UNCLEAR or INEFFECTIVE** promotion efforts planned to reach the intended audiences
Budget	**ACCURATE, ITEMIZED, REALISTIC** budget that reflects what is discussed in the Narrative and Required Materials	**ADEQUATE and FEASIBLE** budget that reflects what is discussed in the Narrative and Required Materials	**INCOMPLETE, CONFUSING, UN-REALISTIC** budget and/or **CONFLICTS** with the Narrative and Required Materials
Required Materials	**ILLUSTRATE, CLARIFY and CORROBORATE** the other components of the application *(ex: letters from collaborators, reviews, articles, brochures, media samples, etc.)*	**RELATE to the project,** with little additional information	**CONFUSE** and/or **CONFLICT** with the other components of the application

OUTREACH & ENGAGEMENT: *Evidence that the project will impact the community; completeness and accuracy of application*

20 points	Excellent: 20-17 points	Average: 16-13 points	Weak: 12-0 points
Outreach	**SUBSTANTIAL** education and/or outreach designed to increase community participation.	**UNCLEAR** or **INEFFECTIVE** education and/or outreach efforts planned for community participation	**FEW if ANY** education and/or outreach efforts designed to increase community participation
Engagement	**ACTIVE and DETAILED EFFORTS** to engage the public through collaborations in the planning, implementation and evaluation of the project. *(ex: community collaborators included on the planning committee)*	**PASSIVE EFFORTS** to engage the public through collaborations in the planning, implementation and evaluation of the project *(ex: "We're free, anyone can attend" or "We put up posters in senior centers")*	**FEW, NO or SUPERFICIAL EFFORTS** to engage the public through collaborations in the planning, implementation and evaluation of the project *(ex: "This is a great opportunity for underserved audiences to experience the arts.")*

UNDERSERVED COMMUNITY OUTREACH - for projects with substantial outreach to *underserved populations.

*An underserved community as defined by the NEA: 'one whose residents often lack access to arts programs due to geographic isolation and/or have limited access to arts resources and programs due to economics, ethnic background, disability, or age.'

10 points	High: 10-9 points	Medium: 8-7 points	Low: 6-0 points
Underserved	**The majority** of participants are from underserved populations. Includes DETAILED explanation as to how project serves underserved audience.	**A significant portion of participants** are from underserved populations. VAGUE explanation as to how project serves an underserved audience. A significant portion of participants are from underserved populations. VAGUE explanation as to how project serves an underserved audience.	**An Insignificant portion** of participants are from underserved populations. INADEQUATE explanation as to how project serves and underserved audience.