

<b>ARTISTIC QUALITY: Evidence that arts are integral to the project and project will have high artistic merit for Nebraskans</b>			
<b>40 points</b>	<b>Excellent: 40-33 points</b>	<b>Average: 32-25 points</b>	<b>Weak: 24-0 points</b>
<b>Project Description</b>	<b>CLEAR and SPECIFIC</b> explanation of all activities with specific details (who, what, where, when, and why)	<b>BASIC</b> explanation of artistic activities, but the specifics are not clearly articulated	<b>INSUFFICIENT OR UNCLEAR</b> explanation of artistic activities; few or no specific details are provided
<b>Artistic Merit</b>	<b>CLEARLY EVIDENT and WELL ARTICULATED</b> artistic value of the project and its significance to the community	<b>IMPLIED and NON-SPECIFIC</b> evidence of the value of the project and its significance to the community	<b>HARD TO DETERMINE or NO</b> evidence of the value of the project and its significance to the community
<b>Qualifications of Artists</b>	<b>CLEAR and COMPELLING</b> evidence of the qualifications of the primary artists - if artists are not yet confirmed, there is a <b>CLEARLY EXPLAINED</b> criteria for selection.	<b>SUFFICIENT</b> evidence of the qualifications of the primary artists - If artists are not yet confirmed, there is a <b>BASIC</b> criteria for selection.	<b>UNCLEAR evidence of the qualifications</b> of the primary artists - If artists are not yet known, there is <b>NO or UNCLEAR</b> criteria for selection.
<b>Project Management</b>	<b>CLEAR AND DETAILED</b> information about qualifications of personnel responsible for coordinating the project and managing grant funds.	<b>ADEQUATE</b> information about qualifications of personnel responsible for coordinating the project and managing grant funds.	<b>INSUFFICIENT</b> information about qualifications of personnel responsible for coordinating the project and managing grant funds.

<b>PLANNING &amp; EVALUATION: Evidence that the project will be carried out successfully; completeness and accuracy of application</b>			
<b>30 points</b>	<b>Excellent: 30-25 points</b>	<b>Average: 24-18 points</b>	<b>Weak: 17-0 points</b>
<b>Goals and Evaluation</b>	<b>CLEARLY IDENTIFIED and MEASURABLE</b> goals aligned with evaluation process, including what information will be gathered and how results will be used.	<b>GENERALIZES</b> goals and how they will be evaluated, what information will be gathered and how results will be used	<b>UNCLEAR</b> about goals and how they will be evaluated, what information will be gathered and how results will be used
<b>Planning Process</b>	<b>CLEAR and EFFECTIVE planning process;</b> explains technology and identifies key parties involved. Timeline is <b>DETAILED and USEFUL</b> as a planning tool.	<b>BASIC</b> planning process with limited information about technology and key parties involved. Timeline is <b>BASIC</b> with <b>FEW</b> details	<b>UNCLEAR or INEFFECTIVE</b> planning process; lacks information about technology or key parties involved. Timeline is <b>INACCURATE, CONFLICTING and/or NOT DETAILED.</b>
<b>Budget</b>	<b>ACCURATE, ITEMIZED, REALISTIC</b> budget that is consistent with other components of the application	<b>ADEQUATE and FEASIBLE</b> budget that is aligned with other components of the application	<b>CONFUSING or UN-REALISTIC</b> budget; inconsistent with other components of the application

<b>OUTREACH &amp; ENGAGEMENT: Evidence that the project will positively impact the community</b>			
<b>20 points</b>	<b>Excellent: 20-17 points</b>	<b>Average: 16-13 points</b>	<b>Weak: 12-0 points</b>
<b>Target Audience</b>	<b>CLEARLY IDENTIFIED and WELL-REASONED</b> target audience. <b>Useful</b> information such as current demographics describe audience and/or community.	<b>GENERAL</b> target audience referenced. Includes <b>generic or broad</b> demographics.	<b>MISSING OR UNCLEAR</b> information about target audience
<b>Promotion &amp; Outreach</b>	<b>EFFECTIVE promotion</b> efforts planned to reach and engage intended audiences	<b>ADEQUATE promotion</b> efforts planned to reach and engage the intended audiences	<b>UNCLEAR or INEFFECTIVE</b> promotion and engagement efforts planned

**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.

<b>10 points</b>	<b>High: 10-9 points</b>	<b>Medium: 8-7 points</b>	<b>Low: 6-0 points</b>
<b>Underserved Outreach</b>	<b>The majority</b> of participants are from underserved populations. Includes <b>DETAILED</b> explanation as to how project serves underserved audience.	<b>A significant portion of participants</b> are from underserved populations. <b>BASIC</b> explanation as to how project serves an underserved audience.	<b>An Insignificant portion</b> of participants are from underserved populations. <b>LITTLE OR NO</b> explanation as to how project serves and underserved audience.