

## Culture Days Call for Proposals – Assessment Rubric

	4	3	2	1	0
<b>Content</b>	Programming is substantive, engaging, and offers many meaningful opportunities for learning and participation.	Programming is engaging and offers a few opportunities for learning and participation, though with slightly less depth or breadth.	Programming offers some opportunities for learning and participation but may be limited in depth, clarity, or overall engagement.	Programming offers minimal opportunities for learning or participation and shows limited engagement or clarity in its concept.	No evidence of meaningful content, engagement, learning opportunities, or participant interaction is provided.
<b>Variety</b>	Programming includes multiple points of access for a broad audience, with options suitable for diverse ages, abilities, and identities.	Programming provides multiple opportunities for participation and is suitable for a broad audience, though it may not fully address the full range of ages, abilities, or identities	Programming provides participation opportunities but may only reach a narrower portion of the intended audience, with fewer options for different ages, abilities, or identities.	Programming provides few opportunities for participation and shows limited consideration for different ages, abilities, or identities.	No evidence of participation opportunities or considerations for different ages, abilities, or identities.
<b>Artistic Merit</b>	Program leaders demonstrate strong artistic skill, as evidenced through their submitted Examples of Artistic Work.	Program leaders show strong artistic skill, supported by their submitted Examples of Artistic Work, though their portfolio may demonstrate slightly less consistency or refinement.	Program leaders demonstrate artistic skill, but the submitted Examples of Artistic Work show inconsistency or limited development of their artistic practice.	Program leaders demonstrate basic artistic skill, but the submitted Examples of Artistic Work show little development or coherence in their artistic practice.	No artistic work samples are provided, or the submission does not demonstrate artistic skill.
<b>Community-Engagement Experience</b>	Program leaders have proven experience delivering successful community arts programming, supported by their Examples of Community-Engaged Arts Work.	Program leaders demonstrate experience delivering community arts programming, although experience may be less extensive or diverse.	Program leaders have some experience delivering community arts programming, but their Examples of Community-Engaged Arts Work reflect a more limited or emerging practice.	Program leaders show minimal experience delivering community arts programming, with limited evidence of effective facilitation in community settings.	No examples or evidence of experience delivering community arts programming.
<b>Planning &amp; Marketing</b>	Proposed activities are well-planned, feasible, and supported by a clear, actionable marketing strategy that reflects the artists' commitment to program success.	Activities are well-planned and feasible, and the marketing approach is generally effective, though elements of the plan may be less detailed or less fully developed.	Activities show basic planning, but aspects of feasibility, scheduling, or delivery may be unclear. The marketing approach is present but lacks detail or clear strategies.	Activities lack sufficient planning or feasibility, and the marketing approach is unclear, incomplete, or unlikely to support audience engagement.	No clear plan or marketing approach is provided, or the information is insufficient to assess feasibility.
<b>Budget</b>	The proposed budget is appropriate and sufficient to complete the planned activities.	The budget is reasonable and likely sufficient, though aspects of the financial plan may lack clarity or precision.	The budget covers key elements but lacks clarity, detail, or sufficient alignment with the needs of the proposed activities.	The budget is incomplete, unclear, or not well-aligned with the needs of the proposed activities, creating concerns about financial feasibility.	No budget is provided, or the information is incomplete to the point that feasibility cannot be evaluated.