

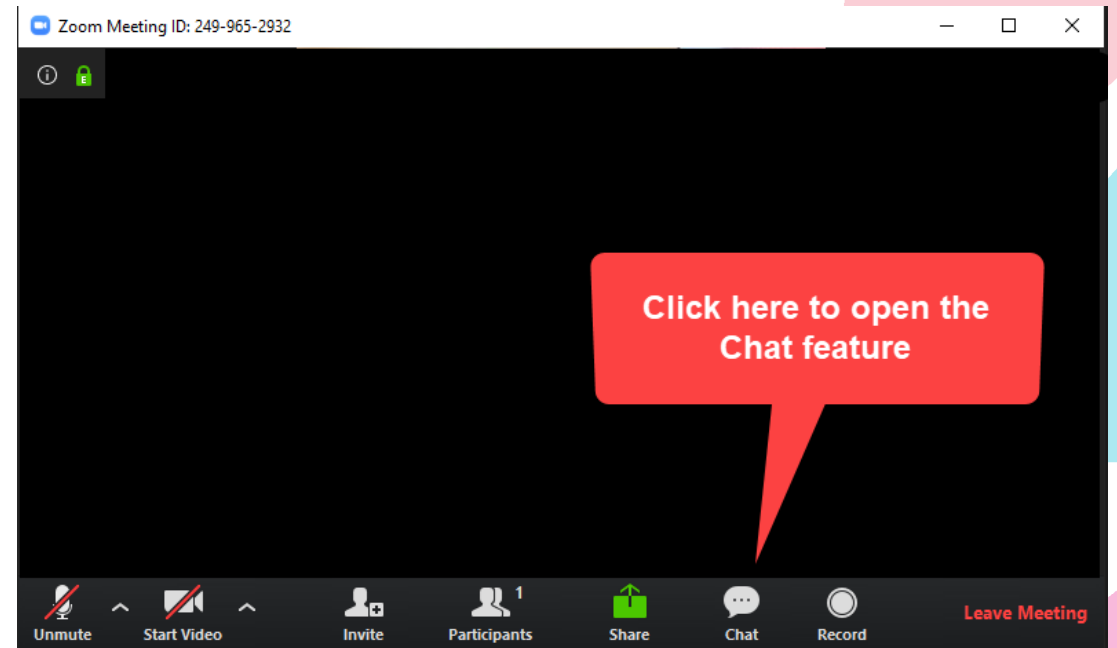


# **Rubric Webinar Series - Impact Part I (Reach)**

With Jennifer Jones, Executive Director,  
Florida Cultural Alliance

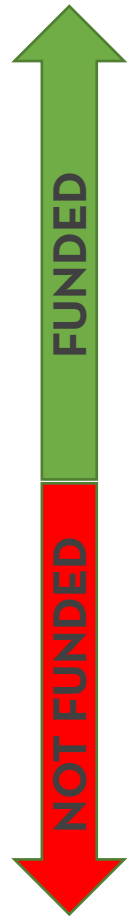
# Meeting Etiquette

- 🌀 During the presentation:
  - 🌀 Participants will be muted
  - 🌀 Video is disabled
  - 🌀 Chat feature is available



- 🌀 Q&A will take place at the end

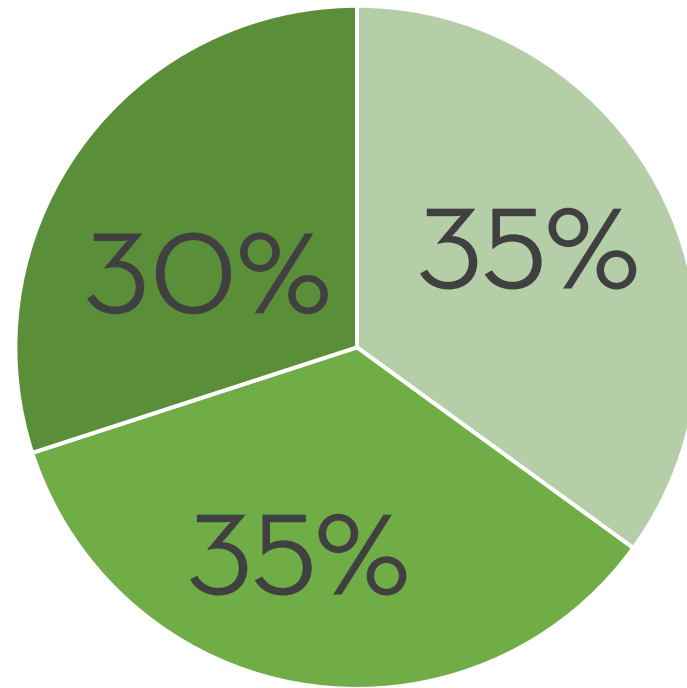
# Scoring Rubric



Value	Description	Score
<b>Excellent</b>	Strongly demonstrates public value of arts and culture. Merits investment of State of Florida funding.	92 – 100
<b>Good</b>	Satisfactorily demonstrates public value of arts and culture. Merits investment of State of Florida funding.	80 – 91
<b>Fair</b>	Does not sufficiently demonstrate public value of arts and culture. Does not merit investment of State of Florida funding.	61 - 79
<b>Weak</b>	Makes an incomplete and/or inadequate case for the public value of arts and culture. Does not merit investment of State of Florida funding. Information is confusing, unclear, and lacks specific details.	0 - 60

# Review Criteria

☺ All applications will be evaluated and scored using the following three criteria:



■ Quality of Offerings   ■ Impact   ■ Track Record

# Review Criteria

## ☺ Impact (Up to 35 points)

- ☺ Applicants must project the expected impact of the proposal.
- ☺ Panelists will evaluate this criteria using the responses to questions related to the following information:
  - ☺ Estimated total number of individuals benefiting, including specifying the number of youth benefiting, elders benefiting, and artists participating;
  - ☺ Estimated number of events and opportunities;
  - ☺ Location and Reach of programming;
  - ☺ Programming Impact (organization's economic impact and education and outreach);
  - ☺ Marketing and Promotion;

# Impact - Reach (Up to 35 points)

Excellent 32 - 35 points	Good 28 - 31 points	Fair 21 - 27 points	Weak 0 - 20 points
Provides vital arts and cultural services to community or service area	Provides significant arts and cultural services to community or service area	Provides arts and cultural services to community or service area	Provides minimal arts and cultural services to community or service area
Provides compelling and specific information about extensive economic impact of programs and, or projects that relate to the organization's mission	Demonstrates significant economic impact of programs or projects that relate to the organization's mission	Describes limited economic impact of projects or programs that relate to the organization's mission	Describes very minimal economic impact of programs or projects, and is not measurable
Extensive activities are proposed and are achievable within the grant period	Reasonable activities are proposed, and these activities are achievable within the grant period	Limited activities are proposed and/or concerns about the achievability of the activities within the grant period	Very minimal activities are proposed and/or serious concerns about the achievability of the proposed activities during the grant period
Educational and outreach components fully serve the constituency and are appropriate for the program(s) or project(s)	Educational and outreach components serve the constituency, and are appropriate for the program(s) or project(s)	Limited educational and outreach components serve the constituency and are minimally appropriate for the program(s) or project(s)	Very minimal educational and outreach components do not serve the constituency and are not appropriate for the program(s) or project(s)
Very appropriate and effective marketing, promotion, publicity and audience development and expansion efforts	Appropriate and effective marketing, promotion, publicity and audience development and expansion efforts	Limited and minimally effective appropriate marketing, promotion, publicity, and audience development and expansion efforts	Very limited and minimally effective marketing, promotion, publicity and audience development and expansion efforts
Very appropriate number of individuals benefiting from the program or project	Appropriate number of individuals benefiting from the program or project	Minimal number of individuals benefiting from the program or project	Very minimal number of individuals benefiting from the program or project

# Impact - NEA Participation Data

## Instructions

- ◆ Do not count individuals reached through TV, radio, cable broadcast, the Internet, or other media. Include actual audience numbers based on paid/free admissions or seats filled. Avoid inflated numbers, and do not double-count repeat attendees.
- ◆ There is a specific question which allows you to account for individuals reached through TV, radio, cable broadcast, the Internet, or other media.
- ◆ You can also address virtual programming in your narrative.

# Impact - NEA Participation Data

- ①. What is the estimated number of events related to this proposal?
  - ◆ Only list events within the grant period.
  - ◆ Do not duplicate events.
    - ◆ a musical performed 10 times is only ONE event;
    - ◆ a workshop performed one time is ONE event.
- ②. What is the estimated number of opportunities for public participation for the events?
  - ◆ Each event has a minimum of one opportunity.
  - ◆ This allows you to account for multiple instances of the same event
    - ◆ a musical performed 10 times is ONE event with 10 OPPORTUNITIES for public participation.



# Impact - NEA Participation Data

- ☺ How many Adults will participate in the proposed events?
  - ◆ Participants OVER the age of 18
- ☺ How many K-12 students will participate in the proposed events through their school?
  - ◆ K-12 students that are participating through their school ONLY
- ☺ How many individuals under the age of 18 will participate in the proposed events outside of their school?
  - ◆ Anyone under the age of 18 participating OUTSIDE of their school.

# Impact - NEA Participation Data

☺ How many artists will be directly involved?

- ◆ Professional artists providing artistic services for proposed activities
- ◆ LIVING artists whose work is represented in an exhibition
- ◆ List TOTAL number of artists
- ◆ List FLORIDA artists (this number cannot be greater than the TOTAL number of artists listed above)

☺ How many individuals will benefit through media?

- ◆ Enter the number of individuals who will benefit through TV, radio, cable broadcast, the internet, or other media.

# Impact - NEA Participation Data

*Select all groups of people that your project intends to serve directly. For each group, you can select more than one answer if applicable. If your project/program served the general public without a specific focus on reaching distinct populations, then select the “No Specific Group” options*

## ☺ Race Ethnicity:

- ◆ American Indian or Alaskan Native
- ◆ Asian
- ◆ Black or African American
- ◆ Hispanic or Latino
- ◆ Native Hawaiian or Other Pacific Islander
- ◆ White
- ◆ Other racial/ethnic group
- ◆ No specific racial/ethnic group

## ☺ Age Ranges

- ◆ Children/Youth (0 - 17 years)
- ◆ Young Adults (18 - 24)
- ◆ Adults (25 - 64 years)
- ◆ Older Adults (65+ years)
- ◆ No specific age group

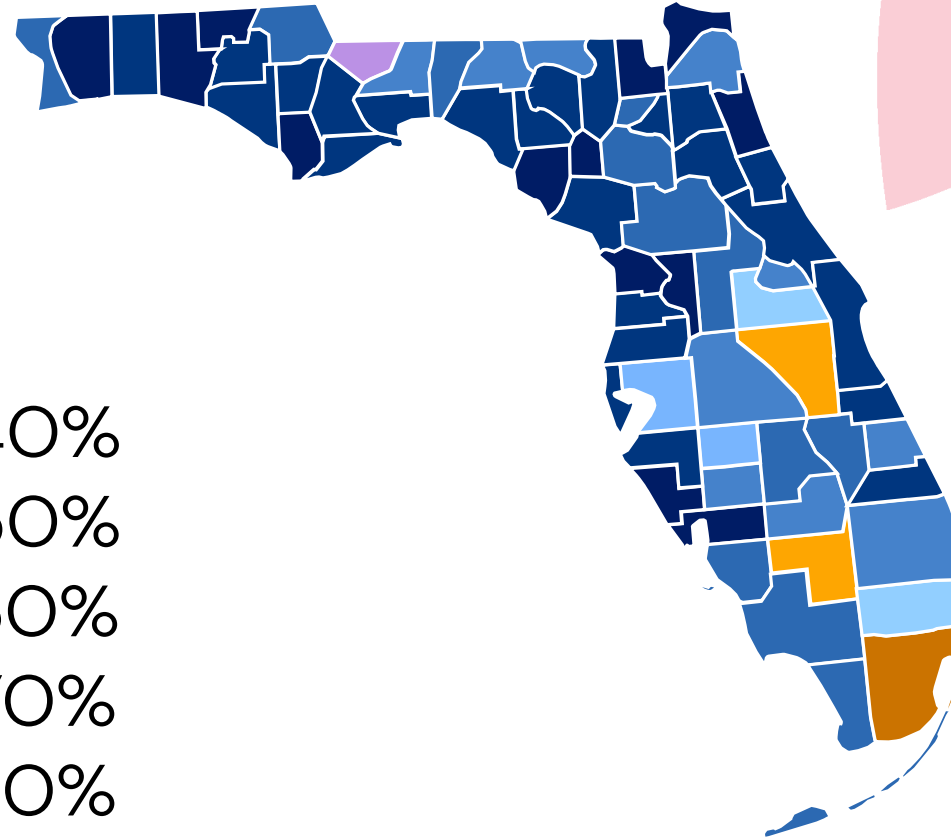
## ☺ Underserved/Distinct Groups:

- ◆ Individuals with Disabilities
- ◆ Individuals in Institutions
- ◆ Individuals below the Poverty Line
- ◆ Individuals with Limited English Proficiency
- ◆ Military Veterans/Active-Duty Personnel
- ◆ Youth at Risk
- ◆ Other underserved/distinct group
- ◆ No specific underserved/distinct group

# Impact - Demographics

Describe the demographics of your service area - <https://data.census.gov/cedsci/>

- Black 50 - 60%
- Hispanic 50 - 60%
- Hispanic 60 - 70%
- Non-Hispanic White 30 - 40%
- Non-Hispanic White 40 - 50%
- Non-Hispanic White 50 - 60%
- Non-Hispanic White 60 - 70%
- Non-Hispanic White 70 - 80%
- Non-Hispanic White 80 - 90%



# Impact - Services

☉ Number of individuals your members/organizations are serving?

☉ Select all that apply to your organization?

☉ Advocacy

☉ Arts Education

☉ Convening of Arts & Culture

☉ Community Building

☉ Cross-Sector Collaborations

☉ Manage/Operate Cultural Facilities

☉ Cultural Planning

☉ Cultural Tourism

☉ Diversity Initiatives

☉ Grant Maker - Artists

☉ Grant Maker - Organizations

☉ Marketing

☉ Mentoring/Internships

☉ Present Programming

☉ Produce Programming

☉ Professional Development/Technical Assistance - Artists

☉ Professional Development/Technical Assistance - Organizations

☉ Professional Development/Technical Assistance - Teachers

☉ Public Art

# Impact - Additional Information

Additional impact/participation numbers information - Use this space to provide the panel with additional detail or information about the impact/participation numbers. Describe what makes your organization/programming unique.

- ◆ The narrative section is an ideal place to discuss the impact of your virtual programming

# Impact - Location

🕒 In what counties will the project/program take place?

- ◆ Select the counties in which the project/programming will physically occur. For example, if your organization is in Alachua county and you are planning programming that will take place in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. Please do not include counties served unless the project or programming will be physically taking place in that county.

🕒 What counties does your organization serve?

- ◆ Select the counties in which your organization provides services. For example, if your organization is located in Alachua County and you provide resources and services in Alachua as well as the surrounding counties of Clay and St. Johns, you will list all three counties. This might include groups that visit your facility from other counties.

# Impact – Virtual Programming

☺ Describe your virtual programming.

- ◆ Briefly describe any virtual programming that you provide to the public. This information should include who is able to access the programming and any payment structure.



# Impact – Virtual Programming

- ③ How is your organization benefitting your community?
- ③ What is the economic impact of your organization?

# Impact - Marketing and Promotion

How are you marketing and promoting your organizations offerings?

- ☉ Billboards
- ☉ Brochures
- ☉ Collaborations\_\_\_\_\_
- ☉ Direct Mail
- ☉ Email Marketing
- ☉ Magazine
- ☉ Newsletter
- ☉ Newspaper
- ☉ Pay Per Click (PPC) Advertising
- ☉ Podcast
- ☉ Radio
- ☉ Organic Social Media
- ☉ Paid Social Media
- ☉ Television
- ☉ Other\_\_\_\_\_

# Grant Resources

- ☉ General Information - <https://dos.myflorida.com/cultural/>
- ☉ [General Program Support Guidelines](#)
- ☉ [Specific Cultural Projects Guidelines](#)
- ☉ [Scoring Rubric](#) -
- ☉ [Example Applications](#)
- ☉ Online Grant System - <https://dosgrants.com/>
- ☉ DOS Grants FAQ - <https://dosgrants.com/Home/LinkToFaq>
- ☉ Division of Cultural Affairs online calendar <https://dos.myflorida.com/cultural/news-and-events/calendar/>

# Grant Webinars

- ② [How to Apply for General Program Support and Specific Cultural Project Grants](#)
  - ② Wednesday, April 14<sup>th</sup> 2PM
- ② [How to Apply for Cultural Facilities Grants](#)
  - ② Thursday, April 18<sup>th</sup> 2PM
- ② [GPS/SCP Application Criteria Quality of Offerings](#)
  - ② Wednesday, April 21<sup>st</sup> 11:30AM
- ② [GPS/SCP Application Criteria Impact Part I](#)
  - ② Wednesday, April 28<sup>th</sup> 11:30AM
- ② [GPS/SCP Application Criteria Impact Part II \(Diversity, Equity, Inclusion, and Access\)](#)
  - ② Wednesday, May 5<sup>th</sup> 11:30AM
- ② [GPS/SCP Application Criteria Track Record](#)
  - ② Wednesday, May 12<sup>th</sup> 11:30AM

# Virtual Office Hours

Division Grants Staff is now available for office hours!

Tuesday's 2 - 3 PM

Thursday's 10 - 11 AM

Get assistance with your application or managing your current grants.

<https://global.gotomeeting.com/join/327767941>

# Grant Program Managers

## Summer Callahan

[Summer.Callahan@DOS.MyFlorida.com](mailto:Summer.Callahan@DOS.MyFlorida.com)

Community Theatre (141)  
Literature (110)  
Professional Theatre (142)  
Presenter (180)  
Traditional Arts (112)

## Danila Coppola

[Danila.Coppola@DOS.MyFlorida.com](mailto:Danila.Coppola@DOS.MyFlorida.com)

Visual Arts (105)  
Media Arts (109)  
Multidisciplinary (114)

## Hillary Crawford

[Jenice.Crawford@DOS.MyFlorida.com](mailto:Jenice.Crawford@DOS.MyFlorida.com)

Arts in Education (200)  
Underserved (UCCD) (400)  
Local Arts Agencies (500)  
State Service Organizations (600)  
Artist Projects (800)

## Michelle Smith Grindberg

[Michelle.SmithGrindberg@DOS.MyFlorida.com](mailto:Michelle.SmithGrindberg@DOS.MyFlorida.com)

Dance (101)  
Music (102)

## Sarah Stage

[Sarah.Stage@DOS.MyFlorida.com](mailto:Sarah.Stage@DOS.MyFlorida.com)

Museums (170)