



Florida
ARTS & CULTURE

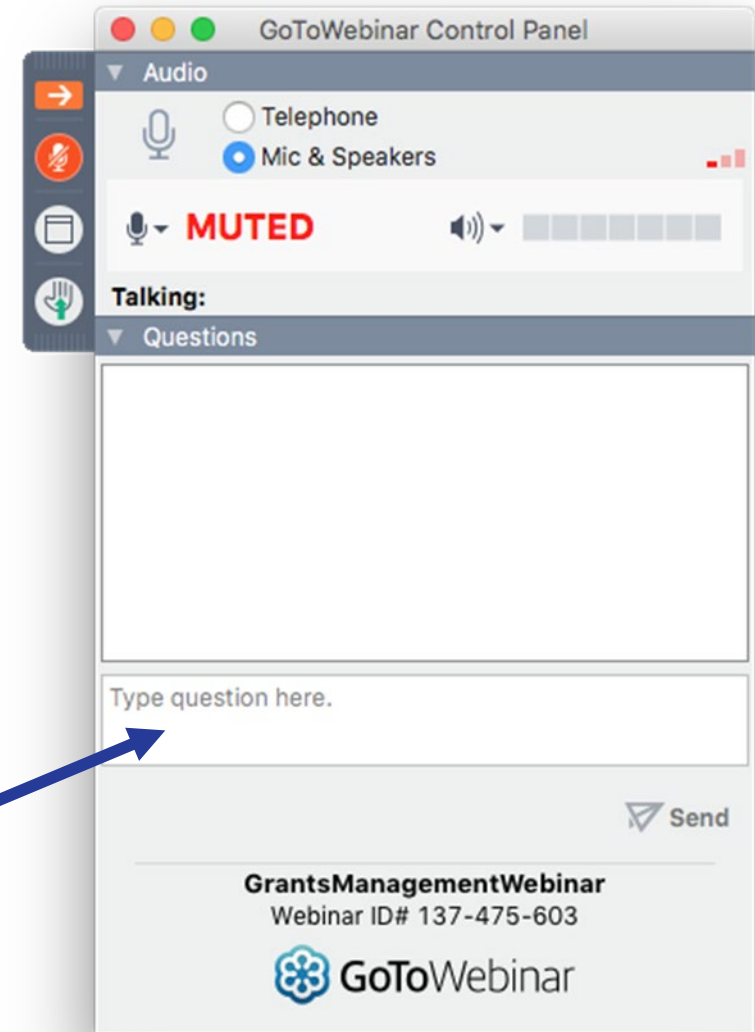
Rubric Webinar Series Quality of Offerings



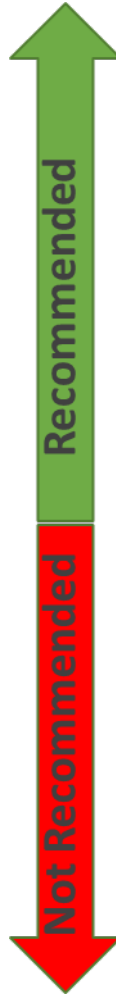
Meeting Etiquette

- ❖ Participants will be muted
- ❖ Video is disabled
- ❖ Chat feature is available
- ❖ Q&A will take place at the end

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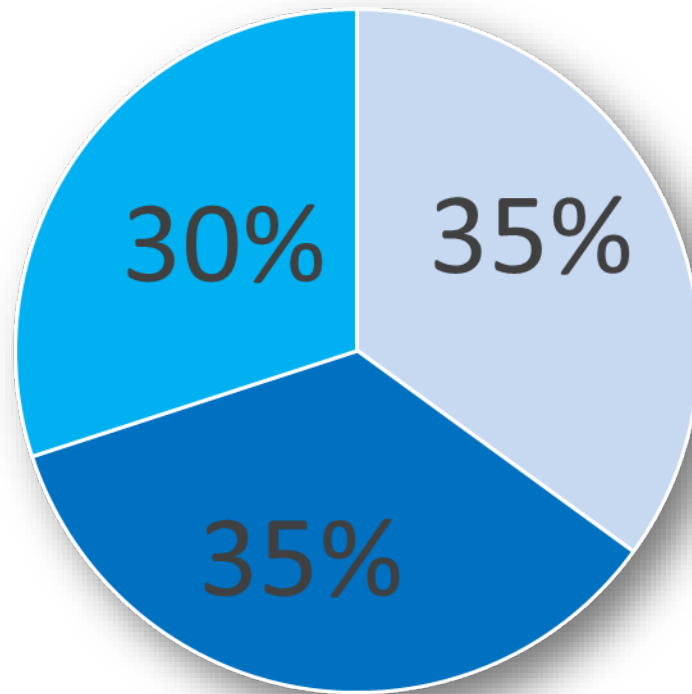
Scoring Rubric



	Description	Score
Excellent	Strongly demonstrates public value of arts and culture. Merits investment of State of Florida funding.	92 – 100
Good	Satisfactorily demonstrates public value of arts and culture. Merits investment of State of Florida funding.	80 – 91
Fair	Does not sufficiently demonstrate public value of arts and culture. Does not merit investment of State of Florida funding.	61 – 79
Weak	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

Quality of Offerings

- ❖ Applicants must demonstrate the quality of their offerings in all aspects of the proposal.
- ❖ Panelists will evaluate this criteria using the responses to questions related to the following information:
 - Applicant mission statement
 - Programming description
 - Goals, measurable objectives and activities
 - Partnerships and collaborations
 - Additional questions (Museum and Individual Artists only)
 - Required attachments, support materials and/or work samples

Quality of Offerings

Excellent 32 – 35 points	Good 28 – 31 points	Fair 21 – 27 points	Weak 0 – 20 points
Mission statement clearly describes organization and programs/activities fully support the mission	Mission statement describes organization and programs/activities fully support the mission	Mission statement describes organization and programs/activities do not fully support the mission	Mission statement does not clearly describe organization and programs/activities do not fully support the mission
Clearly describes exemplary proposed programming/project and their relevance to the intended participants, audiences and communities	Clearly describes proposed programming/project and their relevance to the intended participants, audiences and communities	Describes proposed programming/project and their relevance to the intended participants, audiences and communities	Proposed programming/project and their relevance to the intended participants, audiences and communities are unclear
Identifies clear goals and fully measurable objectives and activities	Identifies clear goals and measurable objectives and activities	Identifies goals and limited measurable objectives and activities	Does not identify goals and very minimal objectives and activities
Extensive and clearly describes partnerships/collaborations	Clearly describes partnerships/collaborations	Limited partnerships/collaborations	Minimal and unclear partnerships/collaborations
Required Attachments and Support Materials clearly demonstrate exemplary programming	Required Attachments and Support Materials clearly demonstrate programming	Required Attachments and Support Materials demonstrate programming	Required Attachments and Support Materials are unclear

Quality of Offerings

1. Applicant Mission Statement (organization), or Artist Statement (individual)

Sample mission statement - The mission of Oolite Arts is to support artists and advance the knowledge and practice of contemporary visual arts and culture in South Florida. Oolite Arts creates opportunities for experimentation and innovation and encourages the exchanges of ideas across cultures through residencies, exhibitions, public programs, education and outreach.

Excellent 32 – 35 points	Good 28 – 31 points	Fair 21 – 27 points	Weak 0 – 20 points
Mission statement clearly describes organization and programs/activities fully support the mission	Mission statement describes organization and programs/activities fully support the mission	Mission statement describes organization and programs/activities do not fully support the mission	Mission statement does not clearly describe organization and programs/activities do not fully support the mission

Quality of Offerings

2. Programming description (GPS), or Project description (SCP)

- Briefly describe the project or program for which you are requesting funding.
- If you are an LAA or SSO, please include a statement that describes the services provided to your audience (including membership) and how those services are provided.

Excellent 32 – 35 points	Good 28 – 31 points	Fair 21 – 27 points	Weak 0 – 20 points
Clearly describes exemplary proposed programming/project and their relevance to the intended participants, audiences and communities	Clearly describes proposed programming/project and their relevance to the intended participants, audiences and communities	Describes proposed programming/project and their relevance to the intended participants, audiences and communities	Proposed programming/project and their relevance to the intended participants, audiences and communities are unclear

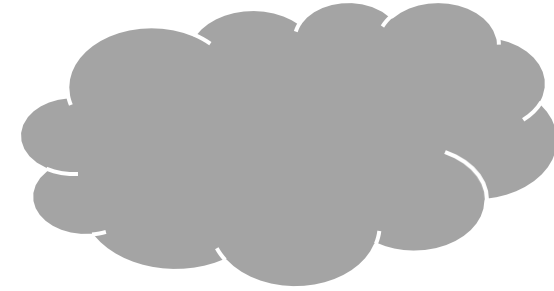
Goals

2.1 Programming or Project Goals

Please list at least three goals associated with the project or program for which you are requesting funding.

Goals: broad statements that are usually general, abstract, issue-oriented with realistic priorities. Goals are a long-term end to which programs and activities are developed and should reflect the organization's mission statement. Goals can be listed in priority order and ranked.

Examples: "Promote social progress through music," "expand local filmmaking efforts," "set the standard in innovative performing arts education"



General
Intangible
Broad
Abstract
Strategic

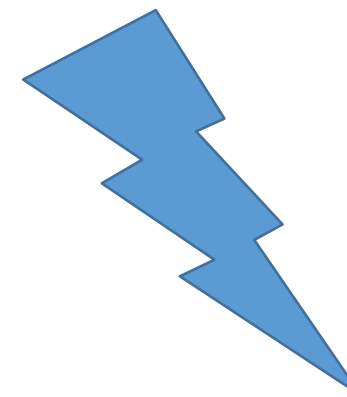
Objectives

2.2 Programming or Project Objectives

Please list the three corresponding objectives for the goals listed above.

Objectives: specific, measurable ends that are achievable within a time frame and mark progress towards achieving goals.

Examples: “Provide over 850 at-risk youth with music learning activities, measured through class attendance,” “expand [x] program to Marion county,” “expand marketing efforts through [x, y and z] by 5%”



Specific
Measurable
Narrow
Concrete
Tactical

Writing Measurable Objectives

GOAL (Brief umbrella statement):

Lead the state and performing arts field in visionary artistic programming and arts education: providing a high quality, diverse and relevant cultural and performing arts menu; setting the standard in innovative performing arts education; and reflecting the diverse cultural life of our entire community

OBJECTIVES (measurable outcomes)	WHAT?	WHO?	HOW MUCH/ MANY?	BY WHEN?
	Area and direction of change (result)	Population affected (target)	Degree of change (amount)	Timeframe (deadline)
	1 – Increase representation in arts programming	1 – guests/patrons	1 – 25%	1 - 2023 – 2024 season
	2 – Increase outreach and marketing efforts	2 – new audiences	2 – 10%	2 - 2024 – 2025 season
	3 – Increase free opportunities for shows	3 - underserved groups	3 – 50%	3 – 2026 – 2027 season

Activities

2.3 Programming or Project Activities

Please list the project or program activities (as many as you need or can fit)

Activities: specific tasks or actions that achieve the objectives.

Examples: “contract Teaching Artists for [music learning activity],” “convene 30-person screening committee to review 1000 films,” “develop marketing plan”

Use numbers: Goal 1, 2, 3; Objective 1a, 1b, 1c, etc.

Tasks
To-do list

Excellent 32 – 35 points	Good 28 – 31 points	Fair 21 – 27 points	Weak 0 – 20 points
Identifies clear goals and fully measurable objectives and activities	Identifies clear goals and measurable objectives and activities	Identifies goals and Limited, measurable objectives and activities	Does not identify goals and very minimal objectives and activities

Quality of Offerings

2.4 Partnerships & Collaborations

- Describe any partnerships and/or collaborations with organizations directly related to General Programming (GPS) or the Specific Cultural Project (SCP)
- Discuss the responsibilities and benefits of the relationship and whether any formal agreements are in place.

Excellent 32 – 35 points	Good 28 – 31 points	Fair 21 – 27 points	Weak 0 – 20 points
Extensive and clearly describes partnerships and/or collaborations	Clearly describes partnerships and/or collaborations	Limited partnerships and/or collaborations	Minimal and unclear partnerships and/or collaborations

Attachments & Support Materials

1. Required attachments:

- Substitute W-9 Form (not tax W-9; get one here: flvendor.myfloridacfo.com)
- Federal 990 form (most recent, within the last three years)
- Documentation of official LAA designation (LAA only)

2. Support Material

- Work sample, educational materials, significant personnel resumes, standard contracts, list of recent tours, promotional materials, press kit

At least one (1) Support Material is required to be submitted with the application. Attachments and support materials will not be accepted by any other method, including email and fax. See the guidelines for additional information [about what?]

Excellent 32 – 35 points	Good 28 – 31 points	Fair 21 – 27 points	Weak 0 – 20 points
Required Attachments and Support Materials clearly demonstrate exemplary programming	Required Attachments and Support Materials clearly demonstrate programming	Required Attachments and Support Materials demonstrate programming	Required Attachments and Support Materials are unclear

Upload Instructions

- Title:** A few brief but descriptive words. Example: “Support Letter from John Doe.”
- Description:** Additional details about the support materials that may be helpful (optional) to staff or panelists. Identify any works or artists featured in the materials. For larger documents, please indicate page number of DAC credit statement and/or logo.
- File:** The file selected from your computer. For uploaded materials only. Only the following sizes and formats are allowed:

Content Type	Format/Extension	Maximum Size
Images	.jpg, .gif, .png, or .tiff	5 MB
Documents	.doc, .docx, .pdf, .txt	10 MB
Audio	.mp3	10 MB
Video	.mp4, .mov, or .wmv	200 MB

Grant Resources

- ❖ [General Information](#)
- ❖ [General Program Support Guidelines](#)
- ❖ [Specific Cultural Projects Guidelines](#)
- ❖ [Scoring Rubric](#)
- ❖ [Example Applications](#)
- ❖ [Online Grant System](#)
- ❖ [DOS Grants FAQ](#)
- ❖ [Division of Arts and Culture Calendar](#)

GRANT PROGRAM MANAGERS

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Museums

Artist Projects

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Traditional Arts

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Dance

Literature

LAA/SSO

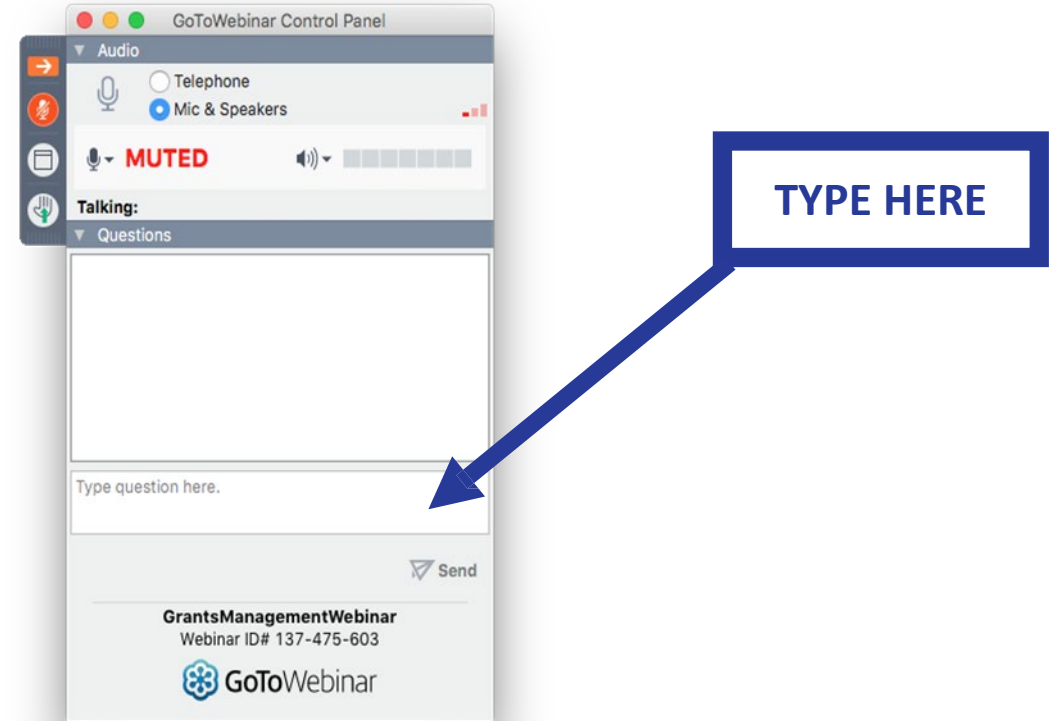
Media Arts

Presenter

Underserved

QUESTIONS

ANSWERS



Links for the presentation and materials will be emailed to today's participants after the session.