

# GRANT APPLICATION REVIEW CRITERIA

## Scoring Rubrics

The NAC expects all projects that receive agency funding to embody and encourage the highest possible standards of artistic excellence.

The NAC employs either Scoring Rubrics or specific evaluation criteria in the review of all competitive grant application materials. All applicants are urged to study the appropriate evaluation criteria prior to starting any grant application to guide the development of the Narrative, Budget and/or Support Material.

**Artist Fellowship** applications are evaluated on the artistic excellence and artistic/aesthetic merit of the work samples submitted. During the fellowship review process, panelists consider and score applications based on:

- Creative and inventive use of the medium,
- Consistency in quality and development of the work samples submitted, and
- Evidence that artwork reflects on-going, serious and exceptional aesthetic investigation.

**Arts Learning Project Grant** and **Arts Learning Component** funding applications are evaluated using a Scoring Rubric (page 18) with three areas of focus:

- Clarity of application/Quality and effectiveness of the organization
- Commitment to Arts Learning excellence
- Community impact and involvement

**Fellowship Project** Grants are evaluated using the following criteria:

- Potential Impact to the artist's personal craft and/or body of work and impact to the artist's discipline, field of study, community of practice, or broader community, as defined by the artist.
- Feasibility of proposal realization within the funding period.
- Artistic Strength, including vision, originality, understanding of the craft, and ability to engage community, as defined by the artist.
- Artist excellence and artistic/aesthetic merit.

**Partners in Excellence** and **Project** Grant applications are evaluated using a Scoring Rubric (page 17) with three areas of focus:

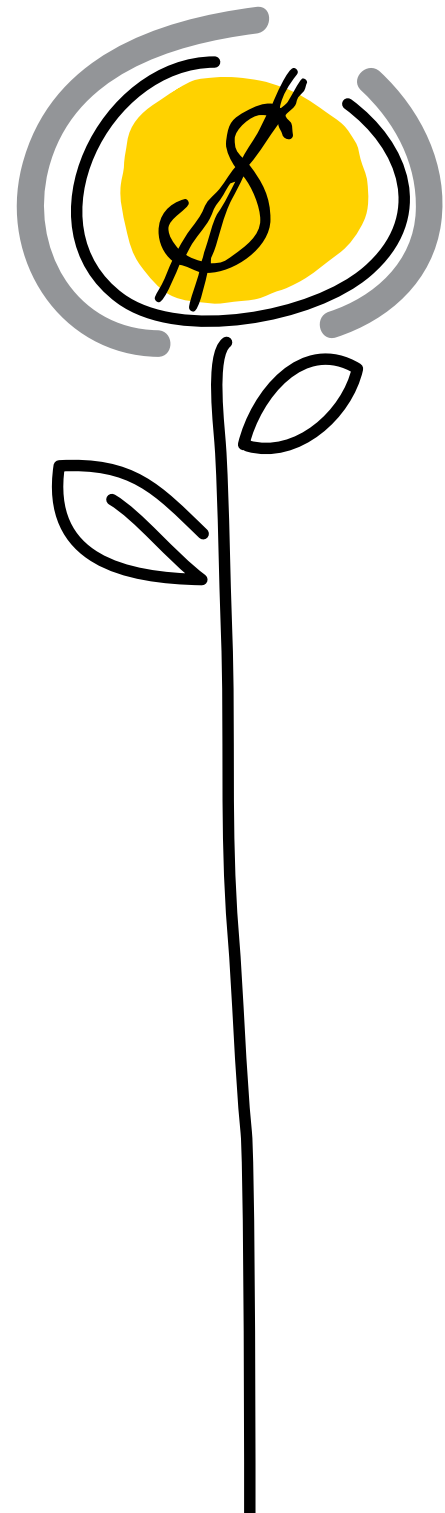
- Clarity of application/Quality and effectiveness of the organization
- Commitment to artistic excellence and artistic/aesthetic merit
- Community impact and involvement

**Jackpot** Grant applications are evaluated using the following criteria:

- Clarity of application and feasibility of project
- Commitment to artistic excellence and artistic/aesthetic merit
- Community Impact (not applicable for Individual Creation and/or Research projects)

**Additionally, the Nevada Arts Council:**

- Expects applicants to have the administrative capacity to successfully complete a project while working towards a strong artistic product
- Promotes strong arts administration practices in order to strengthen and develop the arts in Nevada
- Encourages professional development and continuing education of applicant staff and board members
- Considers strategic planning a necessary component for all nonprofit organizations
- Encourages program evaluation to assess program needs and program quality



**Questions?**

Please call or email:  
Carson City 775.687.6680  
Las Vegas 702.486.3700  
[grants@nevadaculture.org](mailto:grants@nevadaculture.org)

# General Grant Categories: Review Criteria & Scoring Rubric

## Applications are evaluated in three areas:

1. Clarity of Application/Quality & Effectiveness of the Organization
2. Commitment to Artistic Excellence
3. Community Impact and Involvement

### I. CLARITY OF APPLICATION/ QUALITY & EFFECTIVENESS OF THE ORGANIZATION (Up to 25 points)

#### **WEAK (0–7 points)**

- Application is confusing and unclear.
- Does not provide clear mission statement, planning or evaluation processes.
- Weak or unclear budgetary/financial information provided.
- No statement about public value.
- Concerns about ability to carry out the proposal.
- Support Material does not provide an insight into organization.

#### **AVERAGE (8–17 points)**

- Application provides basic, clear information about history, mission, programming, administration, public value, planning and evaluation.
- Clear budgetary/financial information provided.
- No apparent “red flags” about ability to carry out the proposal as evidenced by quality of the application.
- Support Material provides basic overview of organization.

#### **EXCELLENT (18–25 points)**

- Application provides an engaging and insightful overview of organizational history, mission, programming, administrative, public value, planning and evaluation.
- Public value clearly stated and communicated through the entire narrative.
- Clear and concise budgetary/financial information provided.
- Very confident about the organization’s ability to carry out the proposal.
- Support Material enhances the application and the reader’s understanding of the applicant.

### 2. COMMITMENT TO ARTISTIC EXCELLENCE & ARTISTIC MERIT (Up to 50 points)

#### **WEAK (0–13 points)**

- Lacks specific information about how the organization defines artistic excellence in terms of its mission and services and community needs.
- Has not clearly demonstrated a process to evaluate the artistic quality and success of programming.
- Has not clearly described process utilized to select artists, seasons or other elements of artistic production or presentation.
- Support Material is poor or poorly presented.

#### **AVERAGE (14–34 points)**

- Provides basic information about how the organization defines artistic success and/ or excellence in terms of its mission and services and community needs.
- Provides basic information on process utilized to select artists, seasons or other elements of artistic production or presentation.
- Provides basic information on process used to evaluate the artistic quality and success of programming.
- Support Material provides basic information.

#### **EXCELLENT (35–50 points)**

- Provides compelling and specific information about how the organization defines artistic success and/ or excellence.
- Clearly describes process utilized to select artists, seasons or other elements of artistic production or presentation.
- Clearly illustrates process used to evaluate the artistic quality of programming and discusses ways in which the organization maintains commitment to artistic excellence.
- Support Material is thoughtful, well presented and demonstrates commitment to use artists of quality.

### 3. COMMUNITY IMPACT & INVOLVEMENT (Up to 25 points)

#### **WEAK (0–7 points)**

- Does not offer information about general demographics of community or clarity about community(ies) applicant serves.
- Does not provide clear insight to its connection with or impact on the community.
- Support Material is weak and does not provide additional information about applicant’s role as a community asset.

#### **AVERAGE (8–17 points)**

- Basic demographics of community included and some identification of specific community(ies) served.
- Relationship to community described.
- Organization has a measurable impact on the community it serves.
- Support Material helps illuminate overall organizational/project impact on community it serves.

#### **EXCELLENT (18–25 points)**

- Demographics of community (general and specific to applicant) are clearly stated.
- Narrative connects the history, mission and programming of the applicant to the community and its particular needs.
- Compelling and specific narrative information demonstrates the applicant has a broad and significant impact on the community it serves.
- Support Material clearly demonstrates a commitment to broaden access to the public and enhance applicant’s community as described in the narrative.

# Arts Learning Project Grants: Review Criteria & Scoring Rubric

## Applications are evaluated in three areas:

1. Clarity of Application/Quality & Effectiveness of the Organization
2. Commitment to Arts Learning Excellence
3. Community Impact and Involvement

### I. CLARITY OF APPLICATION/ QUALITY & EFFECTIVENESS OF THE ORGANIZATION

*(Up to 25 points)*

#### **WEAK** (0–7 points)

- Application is confusing and unclear.
- Does not provide clear mission statement, planning or evaluation processes.
- Weak or unclear budgetary/financial information provided.
- No statement about public value.
- Concerns about ability to carry out the proposal.
- Support Material does not provide an insight into organization.

#### **AVERAGE** (8–17 points)

- Application provides basic, clear information about history, mission, programming, administration, public value, planning and evaluation.
- Clear budgetary/financial information provided.
- No apparent “red flags” about ability to carry out the proposal as evidenced by quality of the application.
- Support Material provides basic overview of organization.

#### **EXCELLENT** (18–25 points)

- Application provides an engaging and insightful overview of organizational history, mission, programming, administrative, public value, planning and evaluation.
- Public value clearly stated and communicated through the entire narrative.
- Clear and concise budgetary/financial information provided.
- Very confident about the organization’s ability to carry out the proposal.
- Support Material enhances the application and the reader’s understanding of the applicant.

### 2. COMMITMENT TO ARTS LEARNING EXCELLENCE *(Up to 50 points)*

#### **WEAK** (0–13 points)

- Lacks specific information about how the organization defines its arts education goals/objectives.
- Lacks specific information about how the organization relates the intent of the project/program to one or more of the “Areas of Focus: Arts Education, Arts Integration or Arts for Social Development.”
- Has not clearly described process to evaluate the educational quality and success of programming.
- Has not clearly identified appropriate and highly qualified teaching artists for project/program.
- Support Material is poor or poorly presented.

#### **AVERAGE** (14–34 points)

- Provides basic information about how the organization defines its arts education goals/objectives.
- Provides basic information about how the organization relates the intent of the project/program to one or more of the “Areas of Focus: Arts Education, Arts Integration or Arts for Social Development.”
- Provides basic information about the appropriateness and qualifications of selected teaching artists for project/program.
- Provides basic information on process used to evaluate the educational quality and success of programming.
- Support Material provides basic information.

#### **EXCELLENT** (35–50 points)

- Provides specific information about how the organization defines its arts education goals and objectives.
- Provides specific information about how the organization relates the intent of the project/program to one or more of the “Areas of Focus: Arts Education, Arts Integration or Arts for Social Development.”
- Clearly describes the appropriateness and qualifications of selected teaching artists for project/program.
- Clearly illustrates process used to evaluate the educational quality of programming and discusses ways in which the organization maintains commitment to successful programming.
- Support Material is thoughtful, well presented and demonstrates commitment to use artists of quality.

### 3. COMMUNITY IMPACT & INVOLVEMENT *(Up to 25 points)*

#### **WEAK** (0–7 points)

- Does not offer information about general demographics of community, or clarity about community(ies) applicant serves.
- Does not provide clear insight to its connection with or impact on the community.
- Support Material is weak and does not provide additional information about applicant’s role as a community asset.

#### **AVERAGE** (8–17 points)

- Basic demographics of community included and some identification of specific community(ies) served.
- Relationship to community described.
- Organization has a measurable impact on the community it serves.
- Support Material helps illuminate overall organizational/project impact on community it serves.

#### **EXCELLENT** (18–25 points)

- Demographics of community (general and specific to applicant) are clearly stated.
- Narrative connects the history, mission and programming of the applicant to the community and its particular needs.
- Compelling and specific narrative information demonstrates the applicant has a broad and significant impact on the community it serves.
- Support Material clearly demonstrates a commitment to broaden access to the public and enhance applicant’s community as described in the narrative.

# Jackpot Grant Application – Combined Rubric

## CRITERIA: Clarity & Feasibility (Up to 25 points)

Application demonstrates substantial evidence that the proposal will be realized within the funding period. The goals for the project are clearly stated. The budget is appropriate to the project. The narrative explains how the project will achieve stated outcomes in the time allotted.

### 1. INDIVIDUAL – CREATION (Up to 25 points)

#### WEAK (0–9 points)

- Application confusing and unclear
- Does not provide clear description of project, planning or evaluation processes, or public value statement
- Weak or unclear financial information provided
- Concerns about ability to carry out proposal
- Support material does not provide insight into the project or applicant's previous work

#### AVERAGE (10–17 points)

- Provides basic, clear information about the applicant's artistic background, public value, planning, and evaluation
- Clear financial information provided
- No apparent "red flags" about ability to carry out the project as evidenced by quality of application
- Support material provides basic overview of project

#### EXCELLENT (18–25 points)

- Engaging and insightful overview of the applicant's artistic, public value, planning, and evaluation
- Clear and concise financial information provided
- Very confident about the applicant's ability to carry out the project
- Support material enhances the application and the reader's understanding of the project

### 2. INDIVIDUAL – PUBLIC PROJECT (Up to 25 points)

#### WEAK (0–9 points)

- Application confusing and unclear
- Does not provide clear description of project, planning or evaluation processes, or public value statement
- Weak or unclear financial information provided
- Concerns about ability to carry out proposal
- Support material does not provide insight into the project or applicant's previous work

#### AVERAGE (10–17 points)

- Provides basic, clear information about the applicant's artistic background, project, public value, planning, and evaluation
- Clear financial information provided
- No apparent "red flags" about ability to carry out the project as evidenced by quality of application
- Support material provides basic overview of project

#### EXCELLENT (18–25 points)

- Engaging and insightful overview of the applicant's artistic background, public value, planning, and evaluation
- Proposed project is compelling
- Clear and concise financial information provided
- Very confident about the applicant's ability to carry out the project
- Support material enhances the application and the reader's understanding of the project

### 3. ORGANIZATION (Up to 25 points)

#### WEAK (0–9 points)

- Application confusing and unclear
- Does not provide clear mission statement, organization history, description of project, public value statement, planning, evaluation, or administration processes
- Weak or unclear financial information provided
- Concerns about ability to carry out project
- Support material does not provide insight into organization or project

#### AVERAGE (10–17 points)

- Provides basic, clear information about history, mission, project, public value, planning, evaluation, and administration
- Clear financial information provided
- No apparent "red flags" about ability to carry out the project as evidenced by quality of application
- Support material provides basic overview of applicant and project

#### EXCELLENT (18–25 points)

- Engaging and insightful overview of organizational history, mission, project, public value, planning, evaluation, and administration
- Proposed project is compelling
- Public value clearly stated and communicated throughout the narrative
- Clear and concise financial information provided
- Very confident about the organization's ability to carry out the project
- Support material enhances the application and the reader's understanding of the applicant

### 4. ARTS LEARNING (Up to 25 points)

#### WEAK (0–9 points)

- Application confusing and unclear
- Does not provide clear mission statement, organization history, description of project, public value statement, planning, evaluation, or administration processes
- Weak or unclear financial information provided
- Concerns about ability to carry out project
- Support material does not provide insight into organization or project

#### AVERAGE (10–17 points)

- Provides basic, clear information about history, mission, project, public value, planning, evaluation, and administration
- Clear financial information provided
- No apparent "red flags" about ability to carry out the project as evidenced by quality of application
- Support material provides basic overview of applicant and project

#### EXCELLENT (18–25 points)

- Engaging and insightful overview of organizational history, mission, project, public value, planning, evaluation, and administration
- Proposed project is compelling, and addresses one or more of the required areas of focus in a compelling manner (arts education, arts integration and/or arts for social development)
- Public value clearly stated and communicated throughout the narrative
- Clear and concise financial information provided
- Very confident about the organization's ability to carry out the project
- Support material enhances the application and the reader's understanding of the applicant

# Jackpot Grant Application – Combined Rubric

## CRITERIA: Impact (Up to 25 points)

Application describes the potential impact of the proposal to the artist's personal craft or body of work, the community involved in the public project, or the organization's target audience and community.

### 1. INDIVIDUAL – CREATION

(Up to 25 points)

#### WEAK (0–9 points)

- Does not offer information about the applicant's project impact and how it relates to their artistic career/goals
- Does not provide clear insight to the applicant's personal craft and the needs of their artistic career/goals is described
- Support material is weak and does not show a commitment to the applicant's artistic career/goals

#### AVERAGE (10–17 points)

- Basic Information about the applicant's project impact and how they relate to their artistic career/goals
- Relationship to the applicant's personal craft and the needs of their artistic career/goals is described
- Project's impact on the artist's artistic goals/career appears feasible
- Support material illuminates project impact on applicant's career/goals

#### EXCELLENT (18–25 points)

- Information about the applicant's project impact and how they relate to their artistic career/goals are clearly stated
- Narrative connects applicant's personal craft and/or body of work to the needs of their artistic career/goals
- Compelling narrative about project's impact on the applicant's artistic goals/ career
- Support material clearly demonstrates a commitment to the applicant's artistic career/goals

### 2. INDIVIDUAL – PUBLIC PROJECT

(Up to 25 points)

#### WEAK (0–9 points)

- Does not offer information about the community(ies) applicant serves, as defined by the applicant
- Does not provide clear insight to connection with or impact to the applicant's personal craft and/or body of work
- Support material is weak and does not provide evidence that community is compelling to the applicant's personal craft and/or body of work

#### AVERAGE (10–17 points)

- Basic information about community included and some identification of the target community(ies) served
- Relationship to the applicant's personal craft is described
- Project's impact on identified community appears feasible
- Support material illuminates project impact on applicant's personal craft and/or community

#### EXCELLENT (18–25 points)

- Information about the community served by the project is clearly stated
- Narrative connects applicant's personal craft and/or body of work to the needs of the community
- Compelling narrative about project's impact on the identified community
- Support material clearly demonstrates a commitment to broaden access to the public and enhance the applicant's personal craft and community, as defined by the applicant

### 3. ORGANIZATION

(Up to 25 points)

#### WEAK (0–9 points)

- Does not offer information about demographics of community or clarity about community(ies) applicant serves
- Does not provide clear insight to its connection with or impact on the community
- Support material is weak and does not provide additional information about the applicant's role as a community asset

#### AVERAGE (10–17 points)

- Basic demographics of community included and some identification of target community(ies) served
- Relationship to community described
- Project's impact on identified community appears feasible
- Support material helps illuminate overall organizational/project impact on community it serves

#### EXCELLENT (18–25 points)

- Demographics of community are clearly stated
- Narrative connects the history, mission, and programming of the applicant to the community and its particular needs
- Compelling narrative about project's impact on the identified community
- Support material clearly demonstrates a commitment to broaden access to the public and enhance applicant's community, as described in the narrative

### 4. ARTS LEARNING (Up to 25 points)

#### WEAK (0–9 points)

- Does not offer information about demographics of community or clarity about community(ies) applicant serves
- Does not provide clear insight to its connection with or impact on the community
- Support material is weak and does not provide additional information about the applicant's role as a community asset

#### AVERAGE (10–17 points)

- Basic demographics of community included and some identification of target community(ies) served
- Relationship to community described
- Project's impact on identified community appears feasible
- Support material helps illuminate overall organizational/project impact on community it serves

#### EXCELLENT (18–25 points)

- Demographics of community are clearly stated
- Narrative connects the history, mission, and programming of the applicant to the community and its particular needs
- Compelling narrative about project's impact on the identified community
- Support material clearly demonstrates a commitment to broaden access to the public and enhance applicant's community, as described in the narrative

# Jackpot Grant Application – Combined Rubric

## CRITERIA: Commitment to Artistic Excellence & Artistic Merit (Up to 50 points)

Narrative and Support Materials demonstrate vision, understanding of craft, and the ability to engage community, as defined by the artist. Commitment to artist excellence is most evident in the Work Samples, artist résumés, and narrative.

### 1. INDIVIDUAL – CREATION

(Up to 50 points)

#### WEAK (0–14 points)

- Lacks specific information about how the applicant explains and/or defines artistic excellence and/or achievement
- Has not clearly demonstrated a process to evaluate the artistic quality and success of project
- Support material is poor or poorly presented

#### AVERAGE (15–34 points)

- Basic information about how the applicant explains and/or defines artistic excellence and/or achievement
- Basic information on artistic concept and/or method
- Basic information on the process used to evaluate artistic quality and success of the project
- Support material is average or not well presented nor correlates to narrative

#### EXCELLENT (35–50 points)

- Applicant provides compelling explanation and/or definition of artistic excellence and/or achievement
- Clearly describes artistic concept and/or method
- Clearly illustrates process used to evaluate the artistic quality and the success of the project
- Support material is thoughtful, well presented, and demonstrates commitment to artistic excellence

### 2. INDIVIDUAL – PUBLIC PROJECT

(Up to 50 points)

#### WEAK (0–14 points)

- Lacks specific information about how the applicant explains and/or defines artistic excellence and/or achievement
- Has not clearly demonstrated a process to evaluate the artistic quality and success of project
- Support material is poor or poorly presented

#### AVERAGE (15–34 points)

- Basic information about how the applicant explains and/or defines artistic excellence and/or achievement
- Basic information on artistic concept and/or method
- Basic information on the process used to evaluate artistic quality and success of the project
- Support material is average or not well presented nor correlates to narrative

#### EXCELLENT (35–50 points)

- Applicant provides compelling explanation and/or definition of artistic excellence and/or achievement
- Clearly describes artistic concept and/or method
- Clearly illustrates process used to evaluate the artistic quality and the success of the project
- Support material is thoughtful, well presented, and demonstrates commitment to artistic excellence

### 3. ORGANIZATION

(Up to 50 points)

#### WEAK (0–14 points)

- Lacks information about how the organization explains and/or defines artistic excellence and/or achievement in terms of its mission, services, and community needs
- Has not clearly demonstrated a process to evaluate artistic quality and success of project
- Has not clearly described process used to select artists or other elements of artistic production or presentation
- Support material is poor or poorly presented

#### AVERAGE (15–34 points)

- Basic information about how the applicant explains and/or defines artistic excellence and/or achievement in terms of its mission, services, and community needs
- Basic information on process to evaluate artistic quality and success of project
- Support material provides basic information

#### EXCELLENT (35–50 points)

- Applicant provides compelling explanation and/or definition of artistic excellence and/or achievement
- Clearly describes process utilized to select artists, season, or other elements or artistic production or presentation
- Clearly illustrates process used to evaluate artistic quality of programming and discusses how the organization maintains commitment to artistic excellence
- Support material is thoughtful, well presented, and demonstrates commitment to use artists of quality

### 4. ARTS LEARNING (Up to 50 points)

#### WEAK (0–14 points)

- Lacks information about how the organization explains and/or defines arts education goals/objectives
- Lacks information about how the organization relates the intent of the project to one or more of the “Areas of Focus”
- Has not clearly described process to evaluate educational quality and success of project
- Has not clearly identified appropriate teaching artists
- Support material is poor or poorly presented

#### AVERAGE (15–34 points)

- Basic information about how the organization explains and/or defines its arts learning goals/objectives
- Basic information about how the intent of the project is related to one or more of the “Areas of Focus” (arts education, arts integration and/or arts for social development)
- Basic information about appropriateness and qualifications of selected teaching artists
- Basic information on process to evaluate educational quality and success of project
- Support material provides basic information

#### EXCELLENT (35–50 points)

- Applicant provides compelling explanation and/or definition of its arts education goals and objectives
- Provides specific information about how the organization relates the intent of the project/program to one or more of the “Areas of Focus” (arts education, arts integration and/or arts for social development)
- Clearly describes the appropriateness and qualifications of teaching artists
- Clearly illustrates process to evaluate educational quality of programming and maintaining commitment to successful programming
- Support material is thoughtful, well presented, and demonstrates commitment to use artists of quality