



**Cultural Development Application  
Assessment Rubric**

**ACCESS**

*Application Category*

The following rubric shall accompany the Cultural Development program guidelines. Applicants are advised to use the descriptive qualities in crafting an application. Panelists are advised to use the same descriptive qualities to assign a score for each application section. These are project-based applications.

Funded Access projects make culture broadly available to Oregonians by removing barriers to opportunities. Access projects can include public exhibits/artworks, new/increased access to cultural programming and outreach to new/underserved communities, among others.

| <b>Significance of Project</b><br><i>20 points</i>  | <b>Highly Competitive</b>   | <b>Competitive</b>   | <b>Non-competitive</b>  |
|---|---|--|---|
| Explain the significance of the barriers to cultural opportunities in your community. How will this project address those barriers?   | Community-specific barriers to cultural opportunities clearly identified and defined. Significance of project to community clearly described. Project activities clearly address community-specific barriers to cultural opportunities. | Community-specific barriers to cultural opportunities defined. Significance of project to community described. Project activities address community-specific barriers to cultural opportunities. | Community-specific barriers to cultural opportunities poorly defined. Significance of project to community unclear. Project activities do not directly address community-specific barriers to cultural opportunities. |
| <b>Project Quality &amp; Design</b><br><i>20 points</i>   | <b>Highly Competitive</b>   | <b>Competitive</b>   | <b>Non-competitive</b>  |
| Define the quality of your project- its scope, time, and budget allocations. Describe the design process- how will the project help accomplish the strategic objectives of your organization? | Project quality clearly illustrated by project scope (definition of roles, responsibilities, costs involved). Project directly supports the long-term strategic objectives of organization.   | Project quality adequately illustrated by project scope (definition of roles, responsibilities, costs involved). Project reasonably supports the long-term strategic objectives of organization. | Project quality insufficiently illustrated by project scope (definition of roles, responsibilities, costs involved). Project vaguely supports the long-term strategic objectives of organization.                     |

**Community Impact & Public Benefit**

*30 points*

Describe the change that will result from this project within the project period. How will increased access to cultural opportunities impact your community?

Include intended outcomes and who will benefit (include population/geographic scope).

If your organization has developed goals around diversity, equity, and inclusion, how does this project help achieve these goals?

| Highly Competitive   | Competitive   | Non-competitive  |
|--|---|--|
| <p>Project specifically demonstrates meaningful public value. Project activities clearly designed to engage constituents not currently supported in area of service.</p> <p>If organization has identified diversity, equity, and inclusion goals, there is clear alignment with stated project goals.</p> | <p>Project demonstrates meaningful public value. Project activities designed to engage constituents not currently supported in area of service.</p> <p>If organization has identified diversity, equity, and inclusion goals, there is alignment with stated project goals.</p> | <p>Project partially demonstrates meaningful public value. Project activities not designed to engage constituents in area of service.</p> <p>If organization has identified diversity, equity, and inclusion goals, there is little alignment with stated project goals.</p> |

**Project Evaluation**

*20 points*

Who will measure the project's success and what indicators will they use? Referencing your submitted project timeline, identify key benchmarks for stated project **outputs** (number of participants, demographics, deliverables) and **outcomes** (change in engagement of community members in area of service, barriers diminished, value of culture to community increased, other shifts in attitude or behaviors).

| Highly Competitive   | Competitive  | Non-competitive  |
|--|--|--|
| <p>Evaluation plan clearly articulates why the project was determined to be successful. Evaluation plan in place to measure change over the funding period. Project timeline referenced. Project-specific outputs and outcomes clearly defined. Evaluator can provide objective assessment of project success.</p> | <p>Evaluation plan articulates why the project was determined to be successful. Evaluation plan described in relation to project timeline. Project outputs and outcomes provided but not distinguished. Evaluator identified and may objectively assess project success.</p> | <p>Evaluation plan poorly articulates why the project was determined to be successful. Evaluation plan unclear. Project timeline not referenced. Project outputs and outcomes not defined. Evaluator not identified.</p> |

**Organization and Project Management**

*10 points*

Identify the qualifications and effectiveness of professional staff and board to support the organization's mission, programming and services, including: organization's ability to plan and evaluate project progress; evidence of effective financial management and health (including maintaining appropriate organizational budgets and the ability to address financial challenges).

| <b>Highly Competitive</b>  | <b>Competitive</b>   | <b>Non-competitive</b>  |
|--|--|---|
| <p>Explanation of organization and project management shows:<br/>           1) Staff and Board highly qualified;<br/>           2) Clear ability to monitor project progress;<br/>           3) Clear evidence of fiscally responsible and healthy organization.</p> | <p>Explanation of organization and project management shows:<br/>           1) Staff and Board reasonably qualified;<br/>           2) Adequate ability to monitor project progress;<br/>           3) Reasonable evidence of fiscally responsible and healthy organization.</p> | <p>Explanation of organization and project management shows:<br/>           1) Staff and Board lacking appropriate qualifications;<br/>           2) Ability to monitor project progress unclear;<br/>           3) Little evidence of fiscally responsible and healthy organization.</p> |