

Create! Birthparents Art Grant Scoring Rubric

How to Use This Rubric

Both Grant Panelists and Applicants will receive a copy of the rubric. The rubric will be utilized to ensure as fair and unbiased a consideration for the artists' proposal, as possible. The scoring mechanism explains each of the 3 criteria scored by panelists: artistic merit, relevance/community impact, and planning and management. With each criterion, descriptions and corresponding point values are listed.

Value	Description	Score
Excellent	Strongly demonstrates artists' value in allowing for healing, growth, and advocacy in response to their adoption. Merits investment of On Your Feet Foundation funding.	9-10
Good	Satisfactorily demonstrates artists' value in allowing for healing, growth, and advocacy in response to their adoption. Merits investment of On Your Feet Foundation funding.	7-8
Fair	Does not sufficiently demonstrate artists' value in allowing for healing, growth, and advocacy in response to their adoption. Does not merit investment of On Your Feet Foundation funding.	3-6
Weak	Makes an incomplete/inadequate case of artists' value in allowing for healing, growth, and advocacy in response to their adoption. Does not merit On Your Feet Foundation funding. Information is unclear and lacks specific details.	0-2
Bonus Point		1

Artistic Merit: Responses to the Applicant Mission Statement, Proposal Description and Commitment to Proposed Project.

Criteria	Excellent	Good	Fair	Weak
Artist Mission Statement	Statement fully describes the artists' work and fully supports the proposed project	Statement describes the artists' work and supports the proposed project	Statement describes the artists' work and does not support the proposed project	Statement does not describe the artists' work and does not fully support the proposed project
Clear Goals and Objectives and Activities	Identifies clear goals and fully measurable objectives and activities	Identifies clear goals and measurable objectives and activities	Identifies clear goals and limited measurable objectives and activities	Does not identify goals and very minimal objectives and activities
Confident in Ability to Carry out Project (Commitment to Project)	Confident in the ability of the artist to carry out the proposal	Very minimal concerns in the ability of the artist to carry out the proposal	Concerns in the ability of the artist to carry out the proposal	Multiple concerns in the ability of the artist to carry out the proposal
Artistic Quality	Proposed Project shows excellent creativity, originality and artistic technique.	Proposed Project is creative, original and demonstrates good artistic technique.	Proposed Project is creative, original and does not demonstrate artistic technique.	Proposed Project shows little or no creativity or originality and does not demonstrate artistic technique.
Bonus Point: Clearly describes partnerships and collaborations				
Score:				

Relevance, Impact and Contribution to the Adoption Community

Criteria	Excellent	Good	Fair	Weak
Relevance of artists' idea	Proposed project is relevant to supporting birthparents' healing, growth and advocacy in response to their adoption.	Proposed project is relevant to supporting birthparents' healing and growth in response to their adoption.	Proposed project is somewhat relevant to supporting birthparents' healing in response to their adoption.	Proposed project is has little or np relevant to supporting birthparents' healing, growth, and advocacy in response to their adoption.
Impact on Birthmothers/Adoption Community	Detailed information is provided on how birthmother/adoption community will benefit. Community impact is significant.	Information is provided on how birthmother/adoption community will benefit. Community impact is evident.	Some information is provided on how birthmother/adoption community will benefit. Community impact is limited.	Unclear information is provided on how birthmother/adoption community will benefit. Community impact is absent.
Marketing Plans	Very appropriate and effective marketing efforts	Appropriate and effective marketing efforts	Limited and minimally effective marketing efforts	Very limited and minimally effective marketing efforts
Bonus Point: Shared a Marketing Budget				
Score:				

Planning and Management

Criteria	Excellent	Good	Fair	Weak
Budget of Proposed Project	Accurate, itemized, and realistic budget that reflects the proposed project.	Itemized and feasible budget that reflects the proposed project.	Generalized budget that is not adequately articulated or does not reflect the proposed project.	Incomplete, inaccurate or unrealistic budget that does not reflect the proposed project.
Publicity Plan Upon Completion of Project	Publicity Plan upon completion of project is well thought-out and will reach the birthparent/adoption community.	Publicity Plan upon completion of project is planned to reach the birthparent/adoption community.	Publicity Plan upon completion of project is planned but may not reach the birthparent/adoption community.	Little or no publicity is planned upon completion of project to reach the birthparent/adoption community.
Timeline of Proposed Project	Timeline of proposed project is well thought-out, realistic and manageable.	Timeline of proposed project is thought-out and manageable.	Timeline of proposed project is manageable.	Unrealistic and/or unmanageable timeline of proposed project.
Bonus Point: Artist has sought/gained prior community support.				
Bonus Point: Artist has extensive training/solid references.				
Score:				

Total Score of All Criterion:	
Additional Notes:	