Evaluation Criteria and Scoring Guide: Creative Support Funding

(Community Arts, Arts Projects, Major Cultural Organizations, Colleges, Universities, & Government Entities,)

Criteria 1: Artistic Quality and Creativity

(35 points total)

In determining artistic quality and creativity, application reviewers are guided by:

Subcriteria	Area of the application	Evaluation Details
Artistic samples	Printed Materials, Digital Images, Audio Samples, Video Samples	Artistic samples clearly show evidence of high-quality artistic accomplishment and skill, and high-quality audience experience; samples directly support the applicant's proposed project.
Fulfillment of the organization's mission	Addressed in narrative	Programs are clearly aligned with the organization's mission.
Contribution to the arts	Addressed in narrative	Programs contribute to the arts through an on-going combination of artistic skill development, presentation or introduction of new artistic genres, re-visioning of the artistic canon, and artist capacity building; programs play a leading role in the development or the presentation of the arts in their genre. Contribution evaluation methods are clear.
Creativity in proposed program's concept, design, and execution	Addressed in narrative	Programs are consistently conceived, designed, and executed in creative ways.
Innovative presentation/production of original works of art or existing works of art	Addressed in narrative	Art works (original and/or existing visual arts, theater productions, music, dance) are consistently original and innovative.

It is recommended that applicants use subcriteria as headings in the narrative section. They may be shortened due to space. For example: *Fulfillment of Mission, Contribution to the Arts, Creativity,* and *Innovative Presentation.*

Criteria 2: Community Support, Representation and Benefit

(40 points total)

Application reviewers consider the applicant's responsiveness to community needs as determined by:

Subcriteria	Area of the application	Evaluation Details
Contribution to the enrichment and education of the community it serves	Addressed in narrative	Programs and activities regularly contribute to the wider community through the presentation and development of the community's arts and culture sector; the organization plays a leading role in the environment of the community; the organization regularly partners with local businesses, schools, or governmental agencies. Contribution evaluation methods are clear.
New Mexico artists	Addressed in narrative	Staff and contractors are New Mexico residents; New Mexico works are the basis for the project or program.
Ease of access	Addressed in narrative	Program is highly accessible due to location, low cost, and/or ability to serve those with disabilities; facilities are ADA-accessible.
Geographic location and reach	Addressed in narrative	Program reaches significant numbers of the population in the surrounding area; or program reaches a population outside of its primary programming area or New Mexicans across the state.
Community support	Budget, Financial Narrative	Community support is clearly evidenced through a high level of donated or in-kind services and volunteers; project or organization is financially supported by the community or local government.
Reaching populations historically underserved by the arts	Addressed in narrative	Clearly defined plan and evidence of reaching populations historically underserved by the arts due to ethnicity, economics, geography or disability.

It is recommended that applicants use subcriteria as headings in the narrative section. They may be shortened due to space. For example: *Contribution to the Community*, *New Mexico Artists*, *Ease of Access*, and *Geographic Location and Reach.*

Reaching populations historically underserved by the arts has a separate narrative text box. No heading is needed.

Criteria 3: Administrative Ability

(25 points total)

Application reviewers consider the quality of the organization's project and budget management as informed by:

Subcriteria	Area of the application	Evaluation Details
Financial information	Budget, Financial Narrative, Attached Income & Expense Statement	Proposed project budget is clearly feasible and shows a diversity of non-New Mexico Arts funding; required cash match is easily met; organization is financially stable or has articulated plans for stability; income and expense statement is detailed adequately for the size of the organization; major swings in income or expenses are clearly explained.
Accuracy	All areas	Application is accurate throughout (without typos, misspellings, or mathematical errors); applicant has followed all directions per the guidelines.
Key personnel	Key Artistic, Administrative, and Technical Personnel	Key personnel are highly qualified and/or experienced; qualifications or experience is directly related to the project; number of personnel is clearly adequate to carry out the project.
Board or advisory committee	Attached Board List	Number of board members and composition of board (professions, skills, experience) is appropriate for size and mission of organization; board is ethnically diverse and/or representative of the community.

Scoring Guide	Overall Score
Excellent	90-100
Good	80-89
Average	70-79
Poor	65-69
Not recommended for funding	64 and below