

**FY09 Creative Communities Grants Program
Evaluation Criteria**

Each application will be evaluated based on the purpose and goals of the Creative Communities program, the goals for the relevant component (Arts Education, Folk Arts or Local Arts), and specifically on the following four criteria areas:

1. **Artistic/Educational/Cultural Value (“What do you do?”)**
(The highest score for this category is 30 points.)
 - For projects directly involving artists, the proposed activity has high artistic merit.
 - For all others, the overall quality of the proposed project is high.
 - Proposed activities demonstrate artistic, cultural and/or educational value for the community being served.
 - Activities are appropriate to the community the applicant serves.

How Will The Peer Review Panel Know?

The following will support any of the above criteria.

Work samples
Grant application
Narrative questions: 1, 2, 4
Artist Biographical information
Educational materials
Letters of support
Critical review or press clipping

2. **Organizational and Financial Management (“How do you do it?”)**
(The highest score for this category is 20 points.)
 - Appropriately skilled and experienced people, including (when applicable) artists, staff, board and committee members, are involved in the project and have clearly defined roles.
 - The activity is feasible as planned with a realistic timetable and attainable goals.
 - The project is financially feasible.
 - There are adequate earned and/or contributed matching funds from an appropriate variety of public and private sources, relative to the community.
 - Project budget correlates to the applicant’s narrative.
 - Applicant demonstrates ability to develop and manage resources appropriately.
 - If there is an organizational deficit, applicant has a plan to reduce it.

How Will The Peer Review Panel Know?

The following will support any of the above criteria.

Grant application
Narrative questions: 1, 2
Board List
Staff List
Biographical information
Budgets (organizational budgets and project budget)

Letters of commitment
Letters of support

3. Community Participation & Accessibility (“What difference do you make?”)

(The highest score for this category is 20 points.)

- The level of community involvement in the planning and implementation of this project is appropriate to the project.
- Applicant has forged appropriate partnerships for this project with an appropriate variety of public and private organizations.
- Activities address the educational, economic and/or social needs of the community.
- Activities indicate understanding and inclusion of the diverse community that the project serves.
- Applicant has identified and minimized barriers to participation in its activities.
- Activities meet the goals of the relevant Creative Communities component.
- If applicable, Kindergarten –12th grade in-school educational programming meets the Wisconsin Department of Public Instruction’s Arts Education Standards in one or more of the following areas: visual art and design, dance, literary (within the English language arts standards), music, or theater.

<http://www.dpi.state.wi.us/standards/pdf/art&design.pdf>

<http://www.dpi.state.wi.us/standards/pdf/dance.pdf>

<http://dpi.wi.gov/standards/elaintro.html>

<http://www.dpi.state.wi.us/standards/pdf/music.pdf>

<http://www.dpi.state.wi.us/standards/pdf/theatre.pdf>

How Will The Peer Review Panel Know?

The following will support any of the above criteria.

Grant application
Narrative questions: 3, 4,
Board List
Publicity materials
Marketing plan
Educational materials, if applicable
Letters of commitment
Letters of support
Newsletter

4. Public Value (“Why WAB support?”)

(The highest score for this category is 10 points.)

- In making its case for public support, the applicant goes beyond describing its financial need to describing why this project merits taxpayer dollars.

How Will The Peer Review Panel Know?

The following will support any of the above criteria.

Grant application
Narrative questions: 5

5. Evaluation and Documentation (“How do you know?”)

(The highest score for this category is 20 points.)

- The level of community involvement in the evaluation and documentation of this project is appropriate to the project.
- There is evidence of appropriate evaluation methodology and tools.
- There is evidence that previous evaluation results have been used in planning this project.

How Will The Peer Review Panel Know?

The following will support any of the above criteria.

Grant application
Narrative questions: 6
Sample evaluation tool
Letters of support
Newsletter