

AOG ARTIST OPPORTUNITY GRANT

EVALUATION RUBRIC

Viewed as a whole, the application...

Criterion	Needs Development	Acceptable	Well Developed	Exceeds
Quality of Proposed Opportunity	lacks necessary articulation of the opportunity. The proposed activities and/or a plan for completion require further detail. The scope of the activities is too wide and would benefit from a narrower focus.	outlines an opportunity and discusses the activities in relation to the applicant's career	and... clearly outlines the specific details of the opportunity and how the opportunity is unique, relevant, and specifically important in relation to the applicant's current artistic trajectory.	and... demonstrates how the proposed activities uphold the applicant's artistic values, showing forethought and research into the specific need the opportunity fills
Potential Impact	lacks information about the impact of the opportunity on the applicant's career, how the intended impact can be reached through the proposed activities, and connection to the selected funding category.	shares future goals in the context of their artistic trajectory and references this to one or more of the funding categories below:	and... shares what next steps are possible after the opportunity and how it relates to the applicant's artistic goals in the context of the selected funding category.	and... materials provide context into the arch of the applicant's career and evidence the intended impact for the selected funding category will be reached.
		<ul style="list-style-type: none"> • Introduce Work to New Audiences 	specifically outlines who new audience is	and... details the previous audience and need for shift
		<ul style="list-style-type: none"> • Develop New Artistic Skills 	provides learning goals and plan	and... reasoning for selected training/ mentors
		<ul style="list-style-type: none"> • Develop Artistic Entrepreneurship 	ties activities and expenses to the sustainability of their artistic career	and... expanded capacity as an artist

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Feasibility	<p>lacks evidence that the opportunity will be completed and the funds will be spent within the funding period.</p> <p>Examples of evidence:</p> <ul style="list-style-type: none"> • Work Samples/Experience list show capacity to reach intended goals. • The expenses list reflects current costs/necessary elements are present • Includes reasonable description of how expenses beyond the grant amount will be accounted for. • Collaborators/mentors/communities mentioned have been directly engaged or communicated with 	demonstrates evidence that the proposal will be realized within the funding period	and... includes a reasonable expenses list for the scope and scale of the proposed activities. The experiences described are relevant to the opportunity. Viewed as a whole, the elements of the application provide a consistent vision.	and... work samples and experience painting a clear picture of the potential for the proposed impacts to come to fruition. There is a clear prioritization of wellness and sustainability for the artist and any collaborators/communities.
Integrity	<p>raises concerns of:</p> <ul style="list-style-type: none"> • inadequate compensation, • cultural appropriation, • deficit-based language, • inconsistency between proposed activities and artistic goals, • creating barriers to access 	demonstrates a connection between the applicant's artistic practice, values, and goals	and... articulates efforts within the proposed activities to provide adequate compensation to collaborators, avoid barriers to access, and directly engage with any referenced communities.	and... exhibits an understanding of the implications of their artistry within the larger arts ecosystem and refers to said ecosystem/community with asset-based language