

Colorado Creative Industries Colorado Creates Rubric

Artistic Value & Merit (40%)	Exceptional: 5 A model for field or discipline with essentially no weaknesses	Outstanding: 4 Very strong with some minor weaknesses	Good: 3 Strong but with at least one moderate weakness	Satisfactory: 2 Some strengths but with some moderate weaknesses	Fair: 1 Some strengths; at least one major weakness	Poor: 0 Very few strengths; numerous major weaknesses	Notes
Artistic Samples	Artistic samples clearly show high accomplishment and skill, high audience experience, situational or educational value, and/or leadership strength. Samples demonstrate the organization's focus or mission. Samples are appropriate to discipline (ie performing arts have audio/video, visual arts have high quality photos).	Artistic samples show evidence of skill, educational value, quality audience experience, and leadership strength. Samples are appropriate to discipline	Artistic samples show skill or education value and are appropriate to discipline, however the quality of leadership or audience experience is unclear.	Artistic samples only show one of the following clearly: skill, audience experience, educational value or leadership strength. The samples do not clearly align with the organization's mission.	Artistic samples are poor and/or not appropriate to discipline. Leadership strength is lacking.	Artistic samples are not included.	
Mission and Goals	Programs are clearly aligned to the organization's mission. Goals are clearly described and measurable. Programs are described in detail (population served, numbers reached, and expected results).	Programs are aligned with organization's mission. Goals are described and measurable. Programs have some detail and good description of expected outcomes.	Programs are aligned with organization's mission. Goals and expected outcomes are described with some detail but lack of data/ measurements.	Programs are somewhat aligned with the mission. Goals are somewhat described but no discussion of measurable outcomes or program details.	Programs are not well aligned with the mission. Some discussion of goals and outcomes.	Unclear whether programs are aligned with the mission. No discussion of goals or outcomes.	
Quality of Leadership	Qualifications of artists and/or professionals involved in programs are high. Samples demonstrate strong and meaningful involvement of artists & stakeholders in planning.	Qualifications are high. Samples demonstrate fairly strong involvement of artists & stakeholders in planning.	Qualifications are somewhat strong. Samples demonstrate moderate involvement of artists & stakeholders in planning.	Qualifications are moderate. The involvement of artists & stakeholders in planning is minimal or unclear.	Artists and professionals involved are not qualified for programming	Qualifications not provided.	

Preliminary Section Score:	

<u>Minor weakness</u>: An easily addressable weakness that does not substantially lessen impact.

<u>Moderate weakness</u>: A weakness that lessens impact.

<u>Major weakness</u>: A weakness that severely limits impact.



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Community Involvement and Benefit (30%)	Exceptional: 5 A model for field or discipline with essentially no weaknesses	Outstanding: 4 Very strong with some minor weaknesses	Good: 3 Strong but with at least one moderate weakness	Satisfactory: 2 Some strengths but with some moderate weaknesses	Fair: 1 Some strengths; at least one major weakness	Poor: 0 Very few strengths; numerous major weaknesses	Notes
Collaboration	Collaborations are highly diverse, well-described, specific in purpose and scope, are meaningful, and show mutual benefit.	Collaborations are diverse and meaningful; mutual benefit is clear, but their scope/ nature could be more clear.	Collaborations are varied, nature of collaborations are alluded to and demonstrate some mutual benefit.	Collaborations described but not meaningfully diverse; purpose/ mutual benefit is unclear.	Collaborations are somewhat described but are not diverse.	No collaborations are described.	
Inclusiveness	High level of inclusiveness within board, staff, volunteers, and populations served.	Inclusiveness is clearly demonstrated within at least two key stakeholders	Inclusiveness is strong within at least one stakeholder; other stakeholders show moderate inclusiveness	Moderate inclusiveness demonstrated within several stakeholders.	Inclusiveness is weak or not demonstrated within at least one stakeholder.	Application demonstrates little to no inclusiveness.	
Accessibility	Programs highly accessible due to location, cost, outreach, etc; clear dedication (i.e. programmatic tailoring) to serve people with disabilities or marginalized populations	Programs are highly accessible; small areas of improvement. Clearly values accessibility in programming/ strategic planning.	Programs are accessible with room for improvement in one of the following areas: cost, outreach, programmatic tailoring, or location.	Programs are somewhat accessible and the organization is taking action to improve accessibility.	Program accessibility is weak.	Programs not described or not accessible.	
Populations Served	Application clearly defines populations served by the organization. Programs are informed by the community and clearly currently reach the defined intended audience.	Populations served are clearly defined. Programs are informed by the community and are projected to reach the intended audience.	Populations served clearly defined. Somewhat clear programs are informed by the community; programs likely reach intended audience.	Populations are somewhat defined. Minimal discussion of the relationship between programs and populations served.	Populations served are poorly defined. No discussion of informed programming.	Populations served are not defined.	
Community Support	Clear evidence programs and services fulfill community needs. In-kind donated goods/services show the community is equally interested in and dedicated to the organization.	Clear evidence programs and services fulfill community needs. Some donated goods and services.	Fairly strong evidence programs and services fulfill community interests and needs.	Moderate evidence programs and services fulfill community interests/needs. No in- kind donations described.	Fairly weak evidence for fulfillment of community interests/needs.	No evidence programs and services fulfill community interests and needs.	

Preliminary Section Score:

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Implementation Capacity (30%)	Exceptional: 5 A model for field or discipline with essentially no weaknesses	Outstanding: 4 Very strong with some minor weaknesses	Good: 3 Strong but with at least one moderate weakness	Satisfactory: 2 Some strengths but with some moderate weaknesses	Fair: 1 Some strengths; at least one major weakness	Poor: 0 Very few strengths; numerous major weaknesses	Notes
Financial Information	Operating budget clearly feasible/ shows a diversity of non-CCI funding; clear financial stability; swings in income or deficits clearly explained (ie COVID).	Operating budget is clearly feasible and shows some non-CCI funding;swings in income or deficits explained (ie COVID).	Operating budget is feasible, may lack diversity of funding; apparent financial stability; fluctuations somewhat explained.	Operating budget is somewhat feasible; funding not diverse; org appears financially stable but fluctuations not explained.	Operating budget not feasible, org appears somewhat stable. Fluctuations poorly explained.	Operating budget unclear/ unfeasible. Financial instability.	
Planning and Management	Planning and goals clear and based on measurable evaluation techniques; key personnel are qualified/ experienced	Planning and goals clear and based on some form of evaluation techniques; personnel qualified/experienced	Planning and goals adequate and based on evaluation techniques; personnel are qualified/ experienced	Planning and goals adequate but not clearly evaluated; personnel are qualified/ experienced	Plans/goals not clear; personnel somewhat qualified.	Planning/ goals unclear; personnel not qualified.	
Board or Advisory Committee and Volunteers	Board: size, terms/rotation, + composition appropriate for size/mission of org; diverse and representative of community; Volunteers #s + hrs are detailed + strong.	Board size, structure, and composition is adequate for the organization's size. Volunteer numbers + hours are provided/ appropriate.	Board size, structure, and composition is adequate for the org's size. Volunteer information is somewhat described and/or may be disproportionate in size.	Board size, structure, and composition is adequate for the org's size. Volunteerism is disproportionate.	Board/volunteers not described in detail but seem adequate. Board unrepresentative of community.	Board structure/ composition and volunteer info are not provided, or are poor for the size of the org.	

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Moderate weakness: A weakness that lessens impact.

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