

FY2021 Performing Artists Directory

How to use this rubric

Panelists will receive a copy of the rubric as a part of their panelist training materials. The rubric will be used to ensure as fair and unbiased a panel process as possible. The scoring mechanism defines each of the three criteria scored by panelists: Artistic Excellence, Performance Experience and Marketing Capacity. Within each criterion, benchmark descriptions and corresponding point values

Grant applicants may use the rubric as a guideline in completing their applications for the deadline.

Overall consideration for applications (Panelists' overall application scores will reflect the following)

Value	Description	Score
Excellent	Strongly demonstrates artistic excellence and experience	90-100
Good	Satisfactorily demonstrates artistic excellence and experience	78-89
Fair	Adequately demonstrates artistic excellence and experience	70-77
Weak	Demonstrates artistic ability and some experience	1-69

1. Artistic Excellence (70 points)

Excellent 65-70 points	Good 56-64 points	Fair 52-55 points	Weak 1-51 points
Work samples demonstrate highly creative performance quality	Work samples clearly demonstrate creative performances	Work samples demonstrate some level of creativity	Work samples demonstrate little or no creativity
Work samples demonstrate high technical proficiency	Work samples demonstrate technical proficiency	Work samples demonstrate some technical skill	Work samples demonstrate little or no technical skill
Work samples demonstrate exemplary understanding of staging and presentation	Work samples demonstrate understanding of staging and presentation	Work samples demonstrate some understanding of staging and presentation	Work samples demonstrate little or no understanding of staging or presentation

2. Performance Experience (20 points)

Excellent 17-20 points	Good 15-16 points	Fair 13-14 points	Weak 1-12 points
Thorough description of performer(s)	Good description of performer(s)	Limited description of performer(s)	Little or no description of performer(s)
Thorough description of performance genre/style and performer experience	Good description of performance genre/style and performer experience	Limited description of performance genre/style and performer experience	Little or no description of performance genre/style or performer experience.
Thorough description of a typical performance	Good description of a typical performance	Limited description of a typical performance	Little or no description of a typical performance
Thorough description with excellent details about interactions with presenters	Good description with good details about interactions with presenters	Limited description with some details about interactions with presenters	Little or no details about interactions with presenters
Thorough explanation of determination of tech needs and translating those needs to presenters	Good explanation of determination of tech needs and translating those needs to presenters	Limited explanation of determination of tech needs and some description translating those needs to presenters	Little or no explanation of tech needs or no description translating those needs to presenters
Thorough, detailed performance history with dates, venues and sponsors; demonstrates two years or more of professional performance experience	Good performance history with dates, venues and sponsors; demonstrates at least two years of professional performance experience	Limited performance history with missing dates, venues and sponsors; demonstrates two years of professional performance experience	Little or no performance history; missing details; demonstrates less than two years of professional performance experience

3. Marketing Capacity (10 points)

Excellent 9-10 points	Good 7-8 points	Fair 5-6 points	Weak 1-3 points
Communication and marketing samples are highly effective	Communication and marketing samples are effective	Communication and marketing samples need work	Few or no communication and marketing samples; materials are ineffective
Strategies for using the Directory or expanding marketing plans are well thought out and effective	Strategies for using the Directory or expanding marketing plans are effective	Strategies for using the Directory or expanding marketing plans are limited	Strategies for using the Directory of expanding marketing plans are ineffective or missing
Electronic Press Kit is highly effective with several downloadable high-resolution artist images and creative marketing material, easy to access work samples, readily available and clearly defined technical requirements and clearly stated booking contact information	Electronic Press Kit is effective with some downloadable artist images and/or marketing materials, easy to access work samples, some technical requirements and booking contact information	Electronic Press Kit is limited with artist images that may or may not be high resolution or downloadable, limited marketing materials, some technical requirements and booking contact information	Electronic Press Kit is not accessible or missing key components and fail to adequately market the performer