



VIRGINIA COMMISSION FOR THE ARTS

FY27 General Operating Support for Medium & Large Organizations | Applicant Evaluation Rubric

Artistic Excellence – 30 Points Total					
Criteria	Excellent (9–10)	Good (7–8)	Fair (5–6)	Needs Improvement (0–4)	Points
Mission, Overview & Programs	Programs and services clearly and consistently advance the organization's mission and artistic goals.	Programs align with mission and goals; artistic intent generally clear.	Some mission alignment; artistic purpose or focus lacks clarity.	Limited or unclear alignment between mission and programs.	/10
Artistic Standards & Leadership	Strong artistic standards, qualified leadership, and intentional artistic planning appropriate to discipline and scale.	Solid leadership and standards; planning supports quality work.	Leadership or standards are uneven or inconsistently articulated.	Artistic leadership unclear or misaligned with mission.	/10
Artistic Quality & Documentation	artistic work or services meaningful to intended audiences and community context.	Documentation reflects good artistic quality and intent, with room for growth.	Artistic quality or documentation uneven or limited.	Minimal or unclear evidence of artistic quality or intent.	/10
Operational Excellence – 30 Points Total					
Criteria	Excellent (9–10)	Good (7–8)	Fair (5–6)	Needs Improvement (0–4)	Points
Organizational Structure	Effective governance and leadership; clear staff/board roles and appropriate separation of powers.	Adequate structure with mostly clear roles.	Staffing or governance structure limited or uneven.	Weak governance or unclear roles.	/10
Fiscal Responsibility	Financially stable with diversified income, sound management, and realistic budgeting.	Generally stable finances with some diversification.	Limited diversification or unclear budgeting.	Financial instability or inadequate financial documentation.	/10
Planning & Evaluation	Clear strategic or long-range planning with goals, strategies, timelines, responsibility, and evaluation practices.	Planning evident with defined goals and some evaluation.	Planning or evaluation partial or underdeveloped.	No clear planning or evaluation process described.	/10
Community Engagement & Access – 40 Points Total					
Criteria	Excellent (9–10)	Good (7–8)	Fair (5–6)	Needs Improvement (0–4)	Points
Communities Served & Program Alignment	Clear understanding of communities served with strong alignment between programming and community needs.	Communities identified and generally reflected in programming.	Limited clarity about communities or alignment.	Communities served unclear or poorly reflected in programs.	/10
Community Engagement Strategies	Thoughtful, effective strategies engaging current, new, and underserved communities; barriers addressed.	Engagement strategies evident but uneven.	Limited strategies or unclear effectiveness.	Minimal or no community engagement strategies.	/10
Arts Education & Lifelong Learning	Arts education or lifelong learning meaningfully integrated into programs and engagement.	Education opportunities present and relevant.	Limited or inconsistently described education efforts.	No clear arts education or learning opportunities.	/10
Accessibility & Inclusion	Strong accessibility and inclusion practices with ongoing improvement.	Accessibility efforts evident and responsive.	Limited accessibility practices or feedback use.	Accessibility and inclusion not adequately addressed.	/10

Priority Ratings	Score Range	Definition
Priority 1	90 -100 points	Exemplary; demonstrates best practices across all areas.
Priority 2	80 - 89 points	Strong; meets criteria with minor improvements needed.
Priority 3	70 - 79 points	Meets minimum standards; demonstrates progress but requires significant improvement.
No Funding	less than 70 points	Below funding standards; not recommended.