



**New Jersey State Council on the Arts
Project Serving Artists Grant Program (PSA)
Fiscal Year 2025 Grant Program Rubric**

*Este documento también está disponible [en español](#).
Please read the [guidelines](#) thoroughly, in conjunction with the rubric.*

	EXEMPLARY All criteria components have been demonstrated in an exemplary way.	STRONG Some, but not all, criteria components have been demonstrated in an exemplary way.	DEVELOPING Some, but not all, criteria components have been demonstrated. Not all are accomplished, or some components are missing.	LIMITED Several criteria components are missing or are marginally addressed.	NO EVIDENCE The criteria was not addressed or was very minimally addressed. There is insufficient data to review the criteria.
Evaluation Criteria: High artistic quality throughout the organization’s programs/services that provide public benefit and value through impactful and relevant artistic experiences.					
SCORE	1	2	3	4	5
Assess the proposed project in relation to the audience reached. Does the proposed project address artist community need? Is it meaningful, impactful, and/or relevant to the artist community?	<p>The applicant includes clear, specific, and thorough details of the project and the artist audience engaged.</p> <p>The applicant includes clear, specific, and thorough details of the artist impact in relation to the defined needs.</p> <p>The applicant intentionally engaged with and involved the intended artist-audience in the development of the project.</p>	<p>The applicant includes an explanation of the project, which includes evidence of the artist audience engaged.</p> <p>The applicant includes an explanation of artist impact in relation to the defined needs.</p>	<p>The applicant includes an overview of the proposed project, which includes some evidence of the artist-audience reached.</p> <p>The applicant includes an overview of artist-audience impact in relation to the defined needs.</p>	<p>The applicant includes an unclear overview of the proposed project and who the target audience will be.</p> <p>The applicant includes unclear evidence of impact.</p>	

Evaluation Criteria: Artistic benefit, artistic engagement, and broad accessibility based on a sound understanding of who is/will be served by the organization.					
SCORE	1	2	3	4	5
Assess the proposed goals of the project.	<p>The applicant includes clear, specific, and thorough details of the project goals and how they are relevant to the artist-audience.</p> <p>Project goals are specific, measurable, and aligned with the proposed artist-audience.</p> <p>Project goals are determined through direct engagement with the intended artist-audience.</p>	The applicant includes a clear explanation of the project goals and how they relate to the proposed audience.	The applicant includes an overview of project goals and how they apply to the proposed audience.	The applicant includes unclear evidence of project goals and how they align with the proposed audience.	
SCORE	1	2	3	4	5
Assess the host organization's ability to provide an equitable, accessible project, including a barrier-free location and programmatic accommodations.	<p>The applicant provides clear, specific, and thorough details of the location and its accessibility to the community.</p> <p>There is specific and clear evidence that there are no barriers to the program and/or any barriers which may impede access to and participation in the program will be addressed.</p>	<p>The applicant includes a clear explanation of the location and its accessibility to the community.</p> <p>There is evidence of how barriers which may impede access to and participation in the program will be addressed.</p>	<p>The applicant includes an overview of the location and its accessibility to the community.</p> <p>There is some evidence of how barriers which may impede access to and participation in the program will be addressed.</p>	The applicant includes unclear evidence of an accessible, barrier-free location and programmatic accommodations.	
Evaluation Criteria: Appropriate programmatic planning, including governance, management, human resources, and artist relevance as they relate to the project.					
SCORE	1	2	3	4	5
Assess the applicant's ability to present, manage, and assess the proposed project.	Applicant has specific evidence of successfully serving the artist community and has an	Applicant has experience serving the artist community and has goals in place to develop a	Applicant has occasionally served the artist community.	Applicant has unclear evidence of serving the artist community.	

	<p>existing relationship with the target audience.</p> <p>Applicant demonstrates sound governance and management through sufficient staffing resources for the project and thorough policies and procedures for all components of the project.</p> <p>Sound understanding of the audience benefiting from the project exists and is clear, measured and documented.</p> <p>Commitment to consistent assessment, evaluation, and evidence-based data to demonstrate how goals and strategies are achieved.</p>	<p>relationship with the target audience.</p> <p>Applicant has a governance and management structure in place.</p> <p>Applicant has an understanding of the audience benefiting from the project.</p> <p>A project assessment plan is in place.</p>	<p>Applicant has a governance and management structure in place.</p> <p>Applicant has plans to develop project-specific management structure and policies.</p> <p>Applicant has identified the target audience for the project.</p> <p>Plans to develop an assessment plan.</p>	<p>Governance and management structures do not include specific structures and policies for the project.</p> <p>Target audience is unclear.</p> <p>Assessment plan is unclear or does not exist.</p>	
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Evaluation Criteria: An appropriate project budget that includes sufficient resources.

	COMPLETE/CLEAR	UNCLEAR	NO EVIDENCE
SCORE	1	3	5
Assess the appropriateness of the project budget. Consider the quality of financial planning and budgeting.	The applicant includes clear and complete details about the project budget. The budget charts clearly describe adequate resources to support the work proposed.	The applicant includes unclear details about the project budget. The budget does not provide adequate resources to support the work proposed.	