

## 2022 Populus Fund Scoring Matrix

### Eligibility

Union staff will do a first pass of all applications to determine the eligibility of the applicant including answering the question of *“Is this project a visual art project, or does it have a visual arts component?”*

### Artistic Vision – 50%, *(Jurors will give each applicant a score of 0–10 in this category)*

This aspect of the scoring process has the most weight within the overall score of the applicant. Through this section, we want jurors to look at the innovative, artistic, and creative strength of the proposed project and overall vision of the applicant(s). We are defining Innovation as: projects that exemplify new ways of working in, for, and with the public. An innovative project will be one that connects with the community in an exciting, creative, thoughtful, and radically accessible way through art. Their vision for the goals and outcomes of the project is very clear.

| 0  | 1–3   | 4–6   | 7–9  | 10   |
|--|---|---|--|--|
| The project does not have artistic vision articulated at all. This project should not be funded. | The project lacks clarity in how it is innovative or contributes to the artistic culture of our region. | While the applicant articulates a clear vision for the project, it might lack innovation and creative strength (or vice-versa). | The project has a solid vision with strong, innovative & artistic components. This project is worth funding consideration. | The applicant has an incredibly strong and well articulated vision. The project is exciting, innovative and demonstrates artistic excellence. This project should be funded. |

### Community Impact – 30%, *(Jurors will give each applicant a score of 0–6 in this category)*

This aspect of the scoring process holds the second most weight within the overall score of the applicant. Through this section, we want jurors to evaluate the level of community collaboration or involvement within the project.



Ideal projects will incorporate collaboration with the public. Funds can be used for the research, development, and creation of public-facing new work, a project, or performance. Public engagement can occur via process, presentation, production, or publication. This may include exhibitions, performances, events, lectures, workshops, screenings, readings, publications, residencies, programming at artist-run-spaces, online projects, etc. Projects cannot be presented at art museums or commercial galleries.

Applicants should be able to clearly communicate the engagement that will occur through their project, and the impact that will have on their intended audience and community.

| 0   | 1-2   | 3-5   | 6  |
|---|---|---|--|
| Community impact of this project is unclear. This project should not be funded. | Community impact is identified, but lacks clarity. The applicant needs to put more thought into how this project will engage with the public. | Community impact is identified and well communicated. There are elements of this project proposal that will engage with or interact with the public. This project is worth funding consideration. | The impact this project will have on the community is thoughtful and clearly communicated. There is a high level of interaction, involvement, or collaboration with the public through art. Community is deeply engaged with this project and it should be funded. |

**Project Capacity – 10%** *(Jurors will give each applicant a score of 0–2 in this category)*

This section evaluates the feasibility of the project, and whether the scope and implementation of this project are clear. This includes the roles partners and participants will play in the project. The applicant’s timeline and budget clearly and accurately reflect the proposed project. It is reasonable that this project will be fully in-progress, having made significant steps toward the point of being ready for engagement with, or presentation to, the public by June 2023.

| 0  | 1   | 2  |
|--|---|--|
| The applicant does not have the capacity to complete this project within the given timeline and/or budget. | The project seems feasible within the proposed timeline and/or budget, but something about the project capacity could use more thought. | I feel confident that the artist will be able to complete the project within the proposed timeline and budget. |





**Accessibility + COVID-19 Safety – 10%,** *(Jurors will give each applicant a score of **0–2** in this category)*

This section looks at the accessibility of the resulting project to the public as either an in-person or online event, project, or program. The Union is committed to removing barriers to the arts by providing programs, facilities, and services that are accessible to everyone regardless of race, ethnicity, gender expression, sexual identity, income level, age, physicality, or disability.

All projects must have a demonstrated effort to incorporate COVID-19 safety protocols that prioritize the health and safety of participants and community during the development and execution of the project. While we know these recommendations re: COVID-19 safety are always changing, projects should be adaptable to address any COVID-19 impacts. Here are the current Union requirements re: COVID-19 safety: <https://www.u-ca.org/community-health>

| 0  | 1   | 2  |
|--|---|--|
| This project is inaccessible to the public, and fails to consider COVID-19 safety precautions in its engagement. | This project proposal has communicated aspects of how it will be accessible to the communities it is engaging with and/or how it will consider COVID-19 safety precautions in its engagements. However, there are aspects that are either unclear or lack strong thoughtfulness re: accessibility and safety. | This project is radically accessible to the communities it is aiming to engage with and has communicated how it will address potential barriers that exist. It has also articulated how it will incorporate COVID-19 safety protocols. |

