

Pasadena Art Alliance

IMPACT Award Rubric

Purpose: To showcase excellence in visual art education with an award to a non-profit organization that impacts youth through contemporary art.

Overall quality of the project/program

The project/program is exceptional in promoting the award's purpose	4	
The project/program is strong in promoting the award's purpose	3	
The project/program is moderate in promoting the award's purpose	2	
The project/program is weak in promoting the award's purpose	1	

Scope of outreach of the project/program to the participants

The project/program has exceptional outreach	4	
The project/program has strong outreach	3	
The project/program has moderate outreach	2	
The project/program has limited outreach	1	

Contemporary art component of the project/program

The project/program has a predominant contemporary art component	4	
The project/program has a moderate contemporary art component	3	
The project/program has a minimal contemporary art component	2	
The project/program has no contemporary art component	1	

Measure of the impact the project/program has on participants

The project/program has an outstanding impact on its participants	4	
The project/program has a strong impact on its participants	3	
The project/program has a moderate impact on its participants	2	
The project/program has a limited impact on its participants	1	

Sustainability of the organization

The degree of confidence in the organization's sustainability is exceptional	4	
The degree of confidence in the organization's sustainability is strong	3	
The degree of confidence in the organization's sustainability is moderate	2	
The degree of confidence in the organization's sustainability is weak	1	

Proximity to Pasadena

The organization is located in Pasadena, CA	4	
The organization is not located in Pasadena, CA	1	

Total Score (20 points possible)