

ARTS EVALUATION

Here is how you might think about the response to the Issue/Evaluation questions for a CFGV application if you are an arts organization.

First, clearly and specifically answer the question, What are you trying to change? This doesn't mean "We will do two performances" or "We will offer art lessons." It's referring to the big picture situation you want to remedy or improve with the performances or lessons.

Second, get clear about why it matters. Can you find some data or research that will help you show the reviewers that addressing this issue is important? These two items – what you want to change/remedy/improve – coupled with why it matters will be your response to the "issue" question.

Third, design the program you want to do, that you believe is the best way to address your issue.

Fourth, think about ways to tell if the program is making a difference, in terms of the reason you're doing the program in the first place:

- How can you find out if it matters to local musicians that they are having a master class with, say, world-class artists?
- How can you find out if kids' education is better for having a performance by professional actors at their school?

Fifth, tell CFGV what you have learned and how you're including what you've learned in your future planning.