

Application Rating Sheet

NMHC board will use this form to review and evaluate applications, along with the Eligibility Checklist and any past history or experience with the Sponsor Organization. Applicants may assess their own draft proposals using this tool before consulting with NMHC staff or submitting final version.

SECTION I: HUMANITIES

1. How consistent is the proposal with the mission and goals of the NMHC?
2. How well does the project focus substantially on one or more humanities disciplines? (i.e. philosophy, literature, religion, art, music, history, language)
3. How well does the project address uncommon or innovative topics?

SECTION II: PROPOSAL

4. How well does the proposal address one or more issues of concern to New Mexicans?
5. How well does the proposed program aim at a balanced presentation and broad public understanding?
6. How appropriate, achievable and realistic are the project goals?
7. How well written and organized is the proposal? (Strong, concise, understandable, complete?)
8. How well does the proposal topic consider multiple viewpoints/voices?

SECTION III: PRINCIPALS

9. How well does the applicant demonstrate sound planning and programming?
10. How involved were the scholars in the planning?
11. How clearly does the proposal describe the role of each scholar?

SECTION IV: AUDIENCE

12. How well will this project benefit underserved communities?
13. How well does the project avoid advocacy, bias and calls for direct action?
14. How much Q&A and audience interaction is planned?
15. How accessible is this program/project to the public? (Is the program free? What time of day is it offered? Is it offered in a large city or small town?)

SECTION V: BUDGET

16. How understandable is the budget? (Are NMHC grant funds budgeted appropriately?)
17. How reasonable is the budget? (Does it clearly explain proposed expenditures and the sources of funds)
18. How well does the applicant explain sources of cost sharing (minimum 1:1)?

SECTION VI: PROMOTION

19. How comprehensive is the publicity plan? (i.e. effective use of social media, traditional marketing/PR, paid and earned media, use of existing audiences)
20. How well does the project leverage partnerships?

SECTION VII: EVALUATION

21. Does the proposal describe the evaluation criteria adequately?
22. How distanced is/are the evaluator(s) from the project to provide a non-biased perspective?