**FY27 FHA**

**Evaluation Rubric- Arts Advocate and Arts Organizations**

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| | **0-1** | **3-5** | **6-9** | **10-15** |
| **Commitment to Traditional Arts** | The nominee has demonstrated little or no commitment to supporting or promoting traditional arts. | The nominee demonstrates some commitment to supporting traditional arts through occasional advocacy or participation. | The nominee demonstrates a sustained commitment to supporting and promoting traditional arts and traditional artists. | The nominee demonstrates an exceptional, long-term commitment to advancing, preserving, and promoting traditional arts and the communities that sustain them. |
| | **0-1** | **3-5** | **6-9** | **10-15** |
| **Community Connection** | The nominee has little or no connection to the cultural communities whose traditional arts they support. | The nominee has some connection with the cultural communities whose traditional arts they support. | The nominee has established meaningful relationships with the cultural communities whose traditional arts they advocate for. | The nominee is widely trusted by and actively collaborates with the cultural communities whose traditional arts they champion. |
| | **0-1** | **2-4** | **5-7** | **8-10** |
| **Preservation of South Carolina Traditional Arts** | The nominee has provided little to no support for traditional arts historically practiced in South Carolina. | The nominee has provided some support for traditional arts historically practiced in South Carolina. | The nominee has actively worked to preserve, promote, and increase awareness of traditional arts historically practiced in South Carolina. | The nominee has demonstrated exceptional leadership in preserving and promoting South Carolina's traditional arts and cultural heritage. |
| | **0-1** | **2-4** | **5-7** | **8-10** |
| **Community Impact** | The nominee has made little or no impact on sustaining traditional arts within South Carolina cultural communities. | The nominee has made a modest contribution to supporting traditional arts within South Carolina cultural communities. | The nominee has made meaningful contributions that strengthen the role of traditional arts within South | The nominee has made a significant and lasting impact to ensure traditional arts remain vibrant and valued within South Carolina cultural |

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| | | | Carolina cultural communities. | communities. |

| | 0-1 | 2-4 | 5-7 | 8-10 |
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| **Public Engagement and Education** | The nominee has done little to no work to increase public awareness or appreciation of traditional arts. | The nominee has participated in some activities that promote public awareness of traditional arts. | The nominee has actively connected artists, communities, and audiences through advocacy, education, programming, or outreach. | The nominee has demonstrated exceptional leadership in expanding public understanding, appreciation, and support for traditional arts across South Carolina. |
| | **0-1** | **2-4** | **5-7** | **8-10** |
| **Recognition by Traditional Arts Communities** | Few traditional artists or community members recognize the nominee as an advocate or organization for traditional arts. | Some traditional artists and community members recognize the nominee for their advocacy efforts. | Traditional artists and cultural practitioners recognize the nominee as a respected advocate or organization for traditional arts. | The nominee is widely recognized by traditional artists, cultural practitioners, and community leaders as an outstanding advocate/organi-zation and champion of traditional arts. |
| | **0-1** | **2-4** | **5-7** | **8-10** |
| **Years of Service** | The nominee has not devoted any time to advocating for traditional arts. | The nominee has devoted less than five years to supporting traditional arts. | The nominee has demonstrated at least five years of dedication to advancing traditional arts and cultural heritage. | The nominee has devoted over 5 years to preserving, promoting, and advocating for traditional arts in South Carolina. |
| | **0-1** | **2-4** | **5-7** | **8-10** |
| **Letters of Support: Historic Connection** | The letters of support do not address how the advocate promotes traditional art's historic connection to South Carolina. | The letters of support minimally address how the advocate promotes traditional art's historic connection to South Carolina. | The letters of support address how the advocate promotes traditional art's historic connection to South Carolina. | The letters of support address how the advocate extensively promotes traditional art's historic connection to South Carolina. |

| | 0-1 | 2-4 | 5-7 | 8-10 |
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| **Letters of Support: Significance** | The letters of support do not address how the advocate conveys the significance of traditional art to the state's cultural heritage. | The letters of support minimally address how the advocate conveys the significance of traditional art to the state's cultural heritage. | The letters of support address how the advocate conveys the significance of traditional art to the state's cultural heritage. | The letters of support address how the advocate extensively conveys the significance of traditional art to the state's cultural heritage. |