

## AFTACON 2025 Breakout Session Rubric

All breakout session proposals will be assessed using the following rubric by the Member Committee. Final selections will be based both on the scores given to each proposal and a consideration of the ecology of the Convention as a whole.

Additionally, AFTA requires that each breakout session:

- Must be applicable to the local level and/or have local impact.
- Must be inclusive in perspective.
- Must be nonpartisan and/or should be accessible to communities across the political spectrum.
- Must be accessible and welcoming of all attendees.

NOTE: Each numerical score is in reference to the criteria in column #1. For example, a score of “4 (Agree)” for “Expertise” would indicate that the evaluator agrees with the prompt “Presenters have lived or learned experience on the topic”. The italicized notes in each box give further explanation for the respective rating.

<b>Criteria</b>	<b>1 (Strongly Disagree)</b>	<b>2 (Disagree)</b>	<b>3 (Somewhat Agree)</b>	<b>4 (Agree)</b>	<b>5 (Strongly Agree)</b>	<b>Not Applicable</b>
<b>Interest -</b> (AFTACON attendees/audience* would be interested in this session)	<i>This session would not be of interest / cannot identify an audience for this session.</i>	<i>Although an audience is identified, it is not clear why attendees would attend this session.</i>	<i>This session has a clear audience and reason why attendees would attend.</i>	<i>This session proves interesting to clearly identifiable groups of attendees.</i>	<i>This session would be highly interesting. There would be wide interest for this session.</i>	
<b>Clarity -</b> (It is clear what the session is all about. Learning objectives are clearly defined.)	<i>The theme and/or objectives of the session are not clear.</i>	<i>The theme of the session is clear, but it is not clear how the objectives will be met.</i>	<i>The theme and objectives of the session are mentioned.</i>	<i>The theme and objectives of the session are stated and explained.</i>	<i>The theme and objectives of the session are detailed and dynamic.</i>	

<p><b>Expertise -</b> (Presenters have lived or learned expertise on the topic.)</p>	<p><i>The presenters do not have lived or learned expertise on the topic.</i></p>	<p><i>The presenters have some lived or learned expertise on the topic.</i></p>	<p><i>The presenters have lived or learned expertise on the topic, but are not necessarily thought-leaders in the topic.</i></p>	<p><i>The presenters are experts on the topic, lived or learned.</i></p>	<p><i>The presenters are leading experts, lived or learned, and thought-leaders in the topic and would be a draw to attendees.</i></p>	
<p><b>Creativity -</b> (This session introduces new ideas, approaches, or concepts. It is future forward.)</p>	<p><i>The session presents a topic that is often repeated and does not present new ideas.</i></p>	<p><i>This session presents one or two new ideas that could be helpful.</i></p>	<p><i>This session offers a number of new ideas, approaches or concepts.</i></p>	<p><i>This session offers a new perspective along with new ideas, approaches or concepts.</i></p>	<p><i>This session is transformative and offers a novel approach.</i></p>	
<p><b>Urgency/ Resonance -</b> (This topic is timely and of importance to our attendees right now.)</p>	<p><i>The subject matter is dated and/or not resonant to this Convention.</i></p>	<p><i>The subject matter contains a few ideas that are current.</i></p>	<p><i>The subject matter involves topics of current interest.</i></p>	<p><i>The subject matter is timely and offers new approaches to consider.</i></p>	<p><i>The subject matter is timely and offers advancement/ innovation to the arts &amp; culture sector.</i></p>	

\*AFTACON's audience is largely comprised of Local Arts Agency workers, other arts administrators, arts advocates, and arts professionals otherwise working to support the local arts ecosystem.