

Creating Work Samples That Work For Your Application

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The Discussion

- Why Work Samples Matter
- Work Sample Criteria
- Work Sample Review
- Work Samples That Don't Work
- Work Samples That Do Work
- The Basics
- Q & A

Why Work Samples Matter

- Scoring
- Brings the proposal to life

Why Work Samples Matter

- It's ALL about the work
 - **Criteria 1 - Artistic Quality of Organization - 40%**
 - Criteria 2 - Organizational Readiness (OGP 1) or Management Capacity (OGP 2) or Managerial Excellence/Fiscal Responsibility (OGP 3 & 4) - 15%
 - Criteria 3 - Quality of Project Plan - 20%
 - Criteria 4 - Quality of Project Evaluation - 5%
 - Criteria 5 - Awareness/Responsiveness to Community Needs (OGP 1) or Relationship with Audience/Community (OGP 2) or Defined and Addressed Community Needs (OGP 3 & 4) – 20%

Why Work Samples Matter

- Brings the proposal to life.
 - Reflection of your mission and your organization.
 - Engagement tool
 - Speaks for your organization far beyond the narrative.

Work Sample Criteria

- Relevant to the application.
 - Connecting the dots to the narrative?
 - Demonstrating clarity and uniqueness?
- Recent
- High Quality
- Discipline-specific

Work Sample Review

- Applications/samples are reviewed as part of a group of similar budget-sized and discipline-specific organizations.
- Panelists reviewing 10-20 applications both individually and as a group.

Work Samples That Don't Work

- *“Background music sample drowned out the students playing.”*
- *“Submitted 60-minute work sample with no direction about what to view.”*
- *“Work sample did not show engaged children.”*
- *“Personal commentary not appropriate for artistic sample.”*
- *“Quality of recording not representative of live experience and did not demonstrate a strong vision.”*

Work Samples That Don't Work

- *“Letter of support out of date.”*
- *“Video submission needs editing. 3-5 minutes only and include participant reaction.”*
- *“Sample provided did not show the full breadth of programming.”*
- *“Submit a recent work sample.”*
- *“Include more details about the sample.”*
- *“Sample did not display sophisticated artistry.”*

Work Samples That Don't Work

- *“Difficult to actually see the performers in sample provided.”*
- *“Need to include context for submission.”*
- *“Needs to communicate project’s importance.”*
- *“Cannot sense the quality of the art featured in the program.”*

Work Sample Basics

- Show the strongest samples first to clearly represent your organization.
- Specific, clear and articulate Artistic Documentation Index.
- Follow requirements and guidelines for your discipline.
- Manage your time and prepare for uploading issues.

Conclusions

- The work sample is a marketing piece for your organization.
- You know what the “audience” wants and needs to make a decision.
- Engage them in the work you do!