

## Aspiring-IAMS Applications Rubric

This rubric is designed to be a reference for Indiana Main Street Scoring Committee members as they review, and score applications. The scores provided for each question are scaled benchmarks. Committee members may choose to assign any score within the ranges listed.

### General Information

Is there a resolution to become an Aspiring-IAMS signed by the board president?	0  There is no resolution.	3  There is a resolution but not signed by the board president.	5  There is a completed resolution signed by the board president.
Is the organizations website up to date with new and pertinent information (Logos and point of contact)?	0  No organization website or information has not been updated for in over a year.	3  Organizations website is updated but missing some critical information.	5  Organizations website is up to date, clear, and easy to navigate.
Is the organizations social media being up to date and active?	0  No organization social media or information has not been updated for in over a year.	3  Organizations social media is not active for the past 3 months.	5  Organizations website is up to date and active with information.

### The Organization

Is the organizations mission and vision statement clearly defined and confirms the purpose of the organization with adoption date?	0  The organizations mission and/or vision statement were not provided, clearly defined or confirm the purpose of the organization.	5  The organizations mission and/or vision statement were not clearly defined or confirm the purpose of the organization.	10  The organizations mission and/or vision statement clearly defined and confirm the purpose of the organization.
How well is the organization communicating its' mission, vision, and goals to the community?	0  No communication with the community about their mission, vision, or goals.	3  Communication tools are not completely being used to communicate the mission, vision or goals.	5  Organizations are using all their communication tools to communicate the mission, vision, or goals.
Is the organizations by-laws and policies and procedures are clearly defined and understandable?	0  The organizations by-laws and policies and procedures are not available, not clear, or understandable.	3  The organizations by-laws and policies and procedures are available, but not clear, or understandable.	5  The organizations by-laws and policies and procedures are clear and understandable.
Does the Board of Directors roster include the 4 key positions, with contact information, and term limits.	0  The Board of Directors roster is not present or missing the 4 key personal, contact information, and/or term limits	5  The organizations is missing either the 4 key personal, contact information, and/or term limits.	10  The Board of Directors roster include the 4 key positions, with contact information, and term limits.
Are there board minutes from the last 12 months and follow <a href="#">Robert's rule</a> ?	0  The Board of Directors minutes are not included.	5  The Board of Directors minutes are there but missing/skipping some months or do not follow Robert's rule.	10  The Board of Directors minutes for all 12 months are included and follow Robert's rule.

Does the organization have committees representing the 4-point approach (Design, Organization, Promotion, Economic Vitality).	0  The organization does not have committees.	5  The organization has committees, but they only represent 1 or 2 of the 4-point approach.	10  The organization has committees, and they represent the 4-point approach.
<b>Self-Assessment</b>			
Did the organization provide a letter of intent signed by the board president and chief elected official?	0  The organization does not have a letter of intent.	3  The letter of intent was not signed by either the board president or chief elected official.	5  The organization has a letter of intent signed by both the board president and chief elected official.
Did the organization complete a self-assessment and provide documentation to justify the scores given.	0  The organization does not have a self-assessment or did not provide documentation for the scores given.	5  The organization has a self-assessment but not strong documentation to justify the scores given.	10  The organization has a completed self-assessment and provided strong documentation to justify the scores give.
<b>Financials</b>			
Did the organization provide a detailed budget. This budget includes a diverse form of revenue (including in-kind donations).	0  The organization did not provide a budget.	5  The organizations budget was not detailed or lacks a diverse form of revenue.	10  The budget is provided and very detailed and includes a diverse form of revenue.

Did the organization provide a detailed profit & loss statement that aligns with the budget.	0 There is no profit & loss statement.	5 The organizations profit & loss statement does not align with the budget.	10 The organization profit & loss statement is complete and aligns with the budget.
Does the organization have a current non-profit status paperwork.  (This is a zero or 5 score only)	0 There is no non-profit status paperwork.		5 There is non-profit status paperwork.

### Workplans

Does organization have a detail organizational workplan? This workplan should follow SMART goals, have assigned task, and due dates.	0 The organization does not have an organizational workplan.	5 The organizational workplan does not follow SMART goals, have assigned task, and/or due dates.	10 The organizational workplan is complete following SMART goals, have assigned task, and due dates.
Does organization have a detail design workplan? This workplan should follow SMART goals, have assigned task, and due dates.	0 The organization does not have a design workplan.	5 The design workplan does not follow SMART goals, have assigned task, and/or due dates.	10 The design workplan is complete following SMART goals, have assigned task, and due dates.

Does organization have a detail promotional workplan? This workplan should follow SMART goals, have assigned task, and due dates.	0 The organization does not have a promotional workplan.	5 The promotional workplan does not follow SMART goals, have assigned task, and/or due dates.	10 The promotional workplan is complete following SMART goals, have assigned task, and due dates.
Does organization have a detail economic vitality workplan? This workplan should follow SMART goals, have assigned task, and due dates.	0 The organization does not have an economic vitality workplan.	5 The economic vitality workplan does not follow SMART goals, have assigned task, and/or due dates.	10 The economic vitality workplan is complete following SMART goals, have assigned task, and due dates.
<b>Businesses</b>			
Does the organization have a business inventory that includes contact information and physical address.	0 No business inventory was provided.	3 A business inventory was provided but missing contact information and/or physical address.	5 The business inventory was provided with contact information and physical address.
Does the organization have a clear and legible map that clearly identifies the main street.	0 The organization does not have a clear and legible map.	3 The organizations map is difficult to read or does not indicate roads.	5 The organizations map is clear and legible. It clearly identifies the main street.

Does have quality photos of the physical main street? These photos should be high quality and labeled describing the photo.	0  There are no high-quality photos, or they are unclear.	3  The photos are not of high quality or are not labeled.	5  The photos are high quality and clearly labeled describing the main street.
Does the organization have organizational photos that are of high-quality, labeled, and depict organizational meetings or events.	0  There are no high-quality photos, or they are unclear.	3  The photos are not of high quality, are not labeled, or do not depict organizational meeting or events.	5  The photos are high quality and clearly labeled depicting organizational meetings or events.
<b>Commitment</b>			
Does the organization commit to tracking reinvestment statistics?  (This is a zero or 5 score only)	0  No, the organization does not commit to tracking reinvestment statistics.		5  Yes, the organization commits to tracking reinvestment statistics.
Does the organization commit to submitting quarterly and annual reporting?  (This is a zero or 5 score only)	0  The organization does not commit to submitting quarterly and annual reporting.		5  The organization commits to submitting quarterly and annual reporting.
The organization provided a substantial argument for becoming an Aspiring-IAMS.	0  No, the organization did not provide an argument.	3  The organizations argument to become an Aspiring-IAMS was underdeveloped.	5  The organizations argument to become an Aspiring-IAMS was substantial and convincing.

Total Possible: 180