VSA Scholarships - Application Questions and Rubric

This document details the open-ended questions required for each of the three VSA conference scholarships. The rubric that will be used by reviewers to select candidates to move forward is at the end of the document. The top 2-3 candidates for each scholarship will be selected by their written responses. These candidates will be invited to an interview with members of VSA for final selection. Only one candidate will be chosen per scholarship in each in-person conference year.

Thank you for your interest in applying to VSA's conference scholarships!

Student of Promise Scholarship - Application Questions

Please answer each question below in one or two paragraphs; no more than 200 words. Each answer will be reviewed independently, please do not refer to previous responses in your answers.

What do you see as the greatest value of studying museum visitors and audiences?

What about this year's theme, *Expanding Your Visitor Studies Toolkit*, interests or excites you? In what ways does the theme connect to your work or studies?

What challenge or opportunity in understanding museum visitors, exhibits, and/or programs are you currently most interested in?

Institutional Capacity-Builder Scholarship - Application Questions

Please answer each question below in one or two paragraphs; no more than 200 words. Each answer will be reviewed independently, please do not refer to previous responses in your answers.

What is your future vision of evaluation capacity at your institution? What would you like to be able to know about your visitors, exhibits, or programs through evaluation?

What about this year's theme, *Expanding Your Visitor Studies Toolkit*, interests or excites you? In what ways does the theme connect to your work or studies?

What challenge or opportunity in understanding museum visitors, exhibits, and/or programs are you currently most interested in?

New Voices Scholarship - Application Questions

Please answer each question below in one or two paragraphs; no more than 200 words. Each answer will be reviewed independently, please do not refer to previous responses in your answers.

What is your future vision of evaluation capacity at your institution? What would you like to be able to know about your visitors, exhibits, or programs through evaluation?

What about this year's theme, *Expanding Your Visitor Studies Toolkit*, interests or excites you? In what ways does the theme connect to your work or studies (current or prospective)?

What challenge or opportunity in understanding museum visitors, exhibits, and/or programs are you currently most interested in?

Rubric to Select Candidates

All VSA Scholarship applicant responses to individual written prompts will be rated on a 1-3 scale by at least two independent reviewers, using the following rating system:

- **Exceeds Expectations (3)**

To exceed expectations, an applicant's response must:

- Answer the question completely with fully realized thoughts.
- Include relevant personal experiences and perspectives.
- Indicate a solid understanding of VSA, the visitor studies field, and/or what the conference experience might offer them.

- **Meets Expectations (2)**

To meet expectations, an applicant's response must:

- Answer the question to some degree; thoughts may be incomplete or miss some elements of the prompt.
- Include some personal experiences and perspectives that are tangentially related to the question; may struggle to make a direct link.

- Indicate a baseline awareness of VSA, the visitor studies field, and/or what the conference experience might offer them; may struggle to properly define or relate to these concepts.

- **Needs More (1)**

An answer will be rated as ‘Needs More’ if a response:

- Does not fully answer the question; critical elements of the question are unaddressed.
- Does not include any personal experiences or perspectives.
- Indicates a fundamental misunderstanding of VSA, the visitor studies field, and/or what the conference experience might offer them.