

# Framework for the MSA Jurying Process

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## INTRODUCTION

This document represents a framework for the process of jurying MSA calls for membership and exhibitions. The aim is to enhance Fairness, Integrity, and Transparency (FIT). There are three sections to this framework:

1. MSA Values and Goals
2. Process for Selection into MSA Membership and Exhibitions
3. Scoring Rubric

## 1. MSA VALUES and GOALS

The MSA values and goals are important factors when considering MSA submissions.

- The MSA is dedicated to fostering the visibility and stature of Manitoba visual artists.
- The MSA supports established and emerging artists across various genres, styles, and media.
- Founded in 1902, the MSA will celebrate its 125th anniversary in 2027.

## 2. PROCESS for SELECTION into MSA MEMBERSHIP and EXHIBITIONS

The process for the selection into MSA Signature Membership and MSA exhibitions (and the determination of award recipients) is in accordance with the following process:

- 1) **Defining the Eligibility, Terms, and Conditions of Entry** (ETCE). The MSA Board of Directors is responsible for approving and publishing the ETCE.
- 2) **Preliminary Due Diligence**. Prior to the entry submissions being forwarded to a Jury Panel, a Submission Review Team (SRT) conducts a preliminary review of the entries to determine if the submissions are in compliance with the ETCE. Artwork deemed to be non-compliant will result in the disqualification of the artist and all their submissions into the Call for Membership or Exhibition. The Board of Directors will determine what, if any, further actions may be required.
- 3) **Juror Scoring**. The jurors are approved by the MSA Board of Directors. Jurors will receive a jurying process orientation to enhance the uniform understanding of the scoring rubric. The jurors will then review all the submissions and provide a score in accordance with the scoring rubric (see next section for details). In keeping with best practice for subjective scoring, additional MIN/MAX analysis may be performed to eliminate high and low outlier juror scores.
- 4) **Evaluate Score Cutoff for Acceptance into the Exhibition**. Upon receiving the initial scoring from the Jury Panel, the SRT will meet to determine the score cutoff for potential acceptance. Consideration will be given to factors such as MSA quality standards and gallery capacity limits.
- 5) **Additional Due Diligence**. Upon determination of the preliminary cutoff, the SRT will conduct a thorough due diligence of each potential acceptance to ensure compliance with the ETCE. Artists may be asked to provide supporting documentation for their submission.
- 6) **Approval of Recommendations for Accepted Artwork and Award Recipients**. Upon completion of the due diligence and juror scoring, the slate of recommendations are presented to the MSA Board of Directors for their final approval.
- 7) **Feedback**. Upon request, artists may receive their summarized feedback scores.

### **Conflict of Interest and Code of Conduct**

Persons who have an influence on the outcome of the selection process and/or that also have a real or perceived conflict of interest are required to disclose the potential conflict. This would include members of the Jury Panel, the Submission Review Team (SRT), and the MSA Board of Directors. Jurors will be asked to score all submissions; however, they will need to transparently annotate any potential conflicts of interest.

MSA Board of Directors (and immediate family) may enter MSA exhibitions; however, they must recuse themselves from deliberations over their work, and they are ineligible to win awards. To be eligible to win an award an MSA Board of Director would need to take a pre-approved leave of absence from the Board (during a timeline from the deliberations preceding the exhibition through to the Opening of the show).

Examples for conduct in potential conflict of interest situations include, but are not limited to the following:

- a juror may not submit artwork into an exhibition for which they are a juror,
- a juror related to, or having previously mentored, a submitting artist must transparently annotate their potential conflict of interest,
- a member of the SRT may not perform due diligence on their own artwork, and
- and MSA Board of Director may not approve their own artwork for acceptance and award.

## **3. SCORING RUBRIC**

### **The Jurors**

Each Jury Panel will consist of at least 5 jurors to be selected by the MSA Board of Directors. The MSA Board of Directors will review the background credentials of the prospective jurors to ensure that the juror's expertise and professional judgment will be congruent with the MSA's values and goals. Additional consideration will be given to ensure that the Jury Panel is balanced with diverse artistic, professional, and geographic backgrounds.

### **The Evaluation Criteria**

The jurors will evaluate each of the submissions according to the following three criteria:

#### **1. Technical Excellence:**

Technical excellence encompasses a comprehensive understanding of the elements of design. Submissions will be assessed based on the artist's mastery of technical skills, demonstrating a high level of proficiency and craftsmanship in the chosen medium. Jurors will consider the artist's skillful technical execution evident in each artwork.

#### **2. Artistic Expression:**

Artistic expression is the soul of the piece, capturing the viewer's attention and fostering a meaningful connection. This category focuses on the artist's ability to convey emotions, ideas, and concepts through their work. Jurors will assess the depth of expression, originality of interpretation, and the artist's unique voice evident in the artwork.

#### **3. Creative Innovation:**

Creative innovation emphasizes originality, encouraging artists to surprise and engage viewers with fresh perspectives, unconventional techniques, or novel concepts. Jurors will seek artworks that challenge norms, inspire new ways of seeing, and demonstrate a courageous willingness to explore uncharted artistic territories.

## The Ranking Scale

Within the context of each artwork's genre, medium, and style, the jurors are to use their professional judgement to give the submission a rank score for each criteria ranging from 1 – 5:

1	Unacceptable	(20%)
2	Needing Development	(40%)
3	Baseline: MSA Provincial Level	(60%)
4	Advanced: National Level	(80%)
5	Mastery: International Level	(100%)

The jurors may also disqualify a submission for non-compliance with the ETCE by providing a zero (0) score. Note that prior to jurying, all members of the Jury Panel will receive an orientation to the jurying process to ensure that the jurors have a uniform understanding of the scoring rubric.

## Example

The following graphic (with a sample evaluation) provides a scoring rubric to be used by the jurors when evaluating a submission. For example, a submission evaluated to have Advanced Technical Excellence (4), Baseline Artistic Expression (3), and Needing Development with Creative Innovation (2), would have a total score of 9 (9/15 = 60%).

Ranking Scale	Evaluation Criteria		
	Technical Excellence	Artistic Expression	Creative Innovation
Unacceptable: (1 point)			
Needing Development: (2 points)			2
Baseline: MSA Provincial Level (3 points)		3	
Advanced: National Level (4 points)	4		
Mastery: International Level (5 points)			
<b>TOTAL</b>	4	3	2

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The scores from all jurors are then averaged to determine summarized criteria and total scores. Thus, an artist would receive an average score for each of the three criteria (Technical Excellence, Artistic Expression, and Creative Innovation), as well as an overall average score. In keeping with best practice for subjective scoring, additional MIN/MAX analysis may be performed to eliminate high and low outlier juror scores from within the pool of five jurors.

An overall average score of at least 60% is needed for the Call for MSA Signature Membership. For MSA exhibitions, acceptance may have a higher cutoff, depending on factors such as exhibition quality standards and gallery capacity.

Upon request, an MSA member may receive their summarized exhibition scores in comparison to the average of all submissions and the average of all acceptances. All artists applying to the Call for MSA Signature Membership may request their feedback scores.