

Entry Title/Company _____

Category # _____

Section # _____

Total Score: _____

Directions:

- 1) Review each project.
- 2) Write a minimum of three positive comments about this entry. List any suggestions that would improve this project. *Use the Division I description criteria and entry requirements as a guideline. If scores reflect poor work, please ensure corresponding feedback is provided.*
- 3) Total the points and place the score in the space above.
- 4) Return judging forms along with the tally sheets in the packet provided.

Judging Criteria:

Research – 25 points Total

Score: _____

- How thorough or relevant was the research to overall planning/audience identification?
- Did the research reflect a clear need or opportunity?
- Was the research undertaken to assist in achieving desired results?
- Did the research help establish the baseline for program success?

Comments:

Planning – 20 points Total

Score: _____

- Did the plan clearly define objectives?
- Did the objectives support the organization's overall goals?
- Did the strategy reflect research findings & support objectives?
- Does the strategy show original thought?
- How thorough was the plan?

Comments:

Execution – 25 points Total

Score: _____

- How appropriate were the tactics to achieving objectives/executing strategy?
- Does the project reflect creativity in the tactics?
- How well were the tactics implemented?
- Were public relations / business communications tools integrated in the execution?
- How efficient was the execution of tactics in relation to resources (personnel/budget)?

Comments:

Evaluation – 15 points Total

Score: _____

- How successful was the organization in achieving its objectives?
- How thorough and relevant were analysis and quantification of results?
- Did the results clearly reflect the original strategy and planning?

Comments:

Supporting Materials / Project Content – 15 points

Score: _____

- Do materials reflect a professional approach and presentation?
- Did the project team use creative means to present its message?
- At-a-Glance Description was no more than 100-word Description?
- Provide a summary that was no more than TWO-PAGES?

Comments: