



Scoring Card

Award Category: _____

Submission Name: _____

Judges:

	Performance				
	Poor (1)	Fair (2)	Good (3)	Very Good (4)	Excellent (5)
Objective What was the objective of the initiative and was it achieved?	Objectives were unclear, no examples presented.	Objectives were stated, but examples could have been made clearer.	Objectives were mostly clear, with some example of them being achieved.	Objectives were clearly presented, and concrete examples were given of how they were met.	Objectives were clear, concrete examples were given and response was above and beyond requirements.
Target Audience Who is being targeted to reach or assist with the initiative? How is the group being targeted? How are partners engaged in the initiative (if applicable)?	Target audience, targeting information and product unclear.	Target audience was stated but targeting and product could have been made clearer.	Target audience mostly clear, with some targeting information presented.	Target audience was clearly presented, and concrete examples were given of how the audience was targeted. Place, product or service was clear.	Target audience clear, concrete examples were given, and place, product or service was clear. Response was above and beyond requirements.
Budget What were the budgetary constraints, limitations or restrictions of the initiative? What was the initiative's ROI?	No budget information was presented, no examples were provided, and project ROI was not clear.	Budgetary information could have been made clearer. More examples could have been provided. Project ROI was below average.	Budgetary information was mostly clear, with some examples provided. Project ROI was adequate.	Budgetary information was very clear, with numerous examples provided. Project ROI was good.	Budgetary information was clear, numerous examples were provided, project offered excellent ROI and response was above and beyond requirements.
Uniqueness What makes the initiative unique?	Unique attributes were not presented	Unique attributes could have been made clearer.	Unique attributes were mostly clear.	Unique attributes were clear, with several examples provided.	Unique attributes were presented, concrete examples were provided, and response was above and beyond requirements.

TOTAL: _____/20

See reverse for additional judges' comments