

REGION V COMMUNICATIONS AWARDS

Submissions must have been created and completed between January 1st and December 31st of the year prior to the Region V Conference. The communications awards recognize the highest quality materials used by ACTE Region V State Associations. All submissions will be on display at the ACTE Region V Conference.

Attached are the Entry Form and Scoring Rubric for all communications awards. Make copies of the entry form and rubric as needed. Send *three (3) copies* of each submission entered and the Entry Form for each.

CATEGORIES

NEWSLETTER

Submit *three (3) copies* of one (1) issue of the newsletter that is published at least three (3) times a year. The newsletter may be printed or electronic. A newsletter is an informational news-related document written specifically for an intended audience.

MEMBERSHIP RECRUITMENT

Submit *three (3) copies* of one (1) membership recruitment tool. The membership recruitment tool may be printed or electronic and can be mailed or emailed. The purpose is to promote membership to an intended audience.

CONFERENCE PROGRAM

Submit *three (3) copies* of one (1) conference program that has one specific purpose. The conference program may be printed or electronic. The purpose is to promote the intended purpose of a specific meeting for an intended audience.

ADVOCACY PUBLICATION

Submit *three (3) copies* of one (1) advocacy publication that promotes ACTE and the goals of the state and national association. The advocacy publication may be printed or electronic.

WEBSITE

Submit the *Website Address* for the website. The purpose is to promote Career and Technical Education for an intended audience.

SUBMISSION ADDRESS

Coleen Keffeler
Region V Fellowship Coordinator
12935 Bear Butte Lake Road
Whitewood, SD 57793
coleen.keffeler@k12.sd.us

POSTMARKED BY MARCH 1st

ACTE REGION V COMMUNICATIONS AWARDS

ENTRY FORM

Name of Submission: _____

Author(s): _____

Submitted by Name: _____

State Association: _____

Address: _____

City/State/ZIP: _____

Telephone: _____

Fax: _____

Email: _____

Website: _____

Communication (check one) – All submissions may be printed or electronic and can be mailed or emailed.

- Newsletter** – published three times a year and is a news-related document written for an intended audience.
- Membership Recruitment** – has one specific purpose to promote membership.
- Conference Program** – has one specific purpose to promote a meeting.
- Advocacy Publication** – purpose is to promote ACTE and the goals of the state and national association.
- Website** – purpose is to promote Career and Technical Education utilizing technology.

Signature: _____

Date: _____

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RUBRIC

STATE: _____ COMMUNICATION TYPE: _____

INTENDED AUDIENCE: _____ TOTAL SCORE _____

	SCORE OF 4	SCORE OF 3	SCORE OF 2	SCORE OF 1
IMPACT	Very effectively targets and attracts the intended audience	Attracts the intended audience	Some evidence of attracting intended audience	Lacks evidence of the audience to be targeted
CONTENT AND EDITING; GRAMMAR, SPELLING, PUNCTUATION (CONVENTIONS)	Accurate with no evident errors	Evidences no more than 2 errors	Evidence of 3-4 errors	More than 4 errors
HEADINGS EFFECTIVE AND USED APPROPRIATELY FOR CONTENT	Headings very effectively emphasize content and focus on topic	Headings are appropriate to content and focus	Headings used but inconsistent in emphasizing content and focus	Headings mostly do not support content or create focus
MATERIALS AND GRAPHICS PRESENTED EFFECTIVELY	Materials and graphics very effectively enhance the publication	Materials and graphics are appropriate to good publication	Materials and graphics minimally enhance the publication	Materials and graphics detract from the quality of the publication
LAYOUT; BALANCE AND VARIETY SHOW EFFECTIVE USE OF SPACE	Layout is well balanced; format is varied and effectively uses space	Layout is balanced; format is somewhat varied and space is utilized	Layout lacks total balance; little variety, lacks full use of space	Layout imbalanced, no variety evident, use of space is inconsistent
GRAPHICS EVIDENCE QUALITY AND SIGNIFICANCE OF CONTENT OF THE PUBLICATION	Graphics very effectively enhance the quality and character of the publication	Graphics evidence quality and character of the publication	Graphics present but inconsistently evidence quality and character of the publication	Graphics detract from the quality and character of the publication
TOTAL POSSIBLE	24	18	12	6

Additional Comments: