

## SUNYCUAD Awards for Excellence Program

### Rating Sheet

#### 20. CRISIS MANAGEMENT

Awards will be given for outstanding planning efforts and results in dealing with a crisis situation involving your institution. Your materials may be diverse and may include (but are not limited to): formal and informal strategic management documents; media relations (print, broadcast, or electronic); letters from affected constituencies; or produced crisis communications materials (e.g., videos, articles, newsletters, marketing materials, etc.).

All entries must include a brief abstract (maximum of four pages) outlining a concise description of the program; planning and objectives; audience; resources, including budgeting and staffing; well documented results. (How did you meet your goals?) If your program is too new to show results, wait until next year to enter; desired goals in implementing the crisis communications efforts — what you hoped to accomplish; a description of how the plan accommodated the needs of the various constituencies involved; what was done to bring direction and to control the outcome; and how communications activities and other actions by your institution influenced media coverage.

Criteria	rating 1-5, with 5 being highest
Creativity/innovation	
Quality of presentation	
Success in meeting stated goals and objectives taking into consideration the investment of resources	