

SUNYCUAD Awards for Excellence Program

Rating Sheet

3. GOVERNMENT RELATIONS PROGRAMS

This category seeks to recognize those projects executed for the purpose of achieving a stated legislative objective. It is expected that successful projects will use the talents of advancement functions including public relations, but strategy, execution, and results are important.

All entries must include a brief abstract (maximum of four pages) outlining a concise description of the program; planning and objectives; audience; resources, including budget and staffing; and well-documented results. Include supporting materials, such as publications and videos, produced for the program.

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	