

2008 SUNYCUAD Awards for Excellence Program

Rating Sheet

10. INSTITUTIONAL RELATIONS AND ALUMNI RELATIONS PUBLICATIONS

Publications used for programs other than student recruitment or fund-raising are eligible in this category. Submit publications or promotional pieces in one of the following subcategories:

a. Individual institutional relations. Any publications or promotions used in specific or general institutional relations programs and projects, including but not limited to: presidents/annual reports (except those used primarily for fund-raising, which should be entered in Fund-raising Publications), calendars, campus maps, press kits, anniversary publications, exhibition and special events publications, research publications, annual magazines, directories, student publications, or international outreach publications.

b. Individual alumni relations publications. Any publications or promotions used in specific or general alumni relations programs and projects, including but not limited to: alumni events promotions and materials, continuing education materials, promotions for anniversary events, membership drives, career assistance programs, or student alumni programs.

All entries must include a brief abstract (maximum of 2 pages) outlining the goals and objectives of the publication. Each entry must include a statement providing total production costs, including design, writing, and photography, as well as the unit cost for each publication. Do not include staff salaries or postage in calculating costs.

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	