

**SUNYCUAD Awards for Excellence Program
Rating Sheet**

21. INTERNAL COMMUNICATIONS

Communications programs and strategies that are executed within the confines of the campus for audiences such as college employees and/or current students will be recognized within this category.

Entries should identify the communications situation that the program and strategies were designed to address, the execution and implementation, and the results of the communication. Programs and strategies that are exceptionally innovative and creative, and can emphasize documented results, will garner special attention by the judges.

Entries must include a brief abstract (1-2 pages) outlining a concise description of the program; goals and objectives; resources, including budget and staffing; audience; and documented results. Include support materials produced for the program.

The four subcategories are:

- a. **Internal newsletters** (print, electronic, etc.)
- b. **Intranet web site** (provide link, if possible, or printout sample of six web site pages including home page, and brief description of site)
- c. **Poster or sign program.**
- d. **Internal communications vehicle** (these submissions which do not fit into the other three subcategories could be internal email campaigns, special events, etc.)

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	