

SUNYCUAD Awards for Excellence Program

Rating Sheet

11. NEWSLETTERS

Newsletters are periodicals that usually are published two to four times per year for internal and/or external audiences. They are succinctly written with short stories. Typically, they range from four to 24 pages, although this can vary somewhat. They are printed on matte, uncoated, or coated paper. DO NOT include postage and salaries when determining per issue cost.

Submit entries in one of the following subcategories:

a. Four-color newsletters;

b. One to three-color newsletters.

All entries must include a brief abstract (maximum of four pages) outlining the goals and objectives of the publication; number of staff; frequency of publication; average pages per issue; total annual budget; average cost per issue, including a per unit breakdown; and response/results. Do not include the cost of staff salaries or postage in budget items.

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	