

SUNYCUAD Awards for Excellence Program

Rating Sheet

13. STUDENT RECRUITMENT PUBLICATIONS: INDIVIDUAL

One publication constitutes a single entry. Submit entries in one of the following subcategories:

- a. viewbooks and prospectuses;**
- b. catalogs;**
- c. student handbooks;**
- d. course listings;**
- e. recruitment search publications and miscellaneous fliers, brochures;**
- f. posters.**

All entries must include a brief abstract (maximum of four 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	