

SUNYCUAD Awards for Excellence Program

Rating Sheet

18. STUDENT RECRUITMENT PUBLICATIONS: PACKAGES

These are packages of two to five coordinated publications used for student recruitment. They may be directed to a general audience or a specific audience. Single or group mailings consisting of multi-media packages, mousepads, t-shirts, postcards, etc. are eligible if they are part of the coordinated group.

All entries must include a brief abstract (maximum of 2 pages) outlining goals and objectives of the publications program, quantity produced of each publication, total production and creative costs for each, unit cost, and documented results. 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	