## A6010.4.2. S/T/P COMMUNICATION RECOGNITION PROGRAM

**WESTERN BUSINESS EDUCATION ASSOCIATION**

**Introduction**

S/T/P Communication is critical in keeping your membership informed and to promote S/T/P activities to potential new members. These various methods of communication should reflect the quality and professionalism of business education.

**Purpose**

The S/T/P Communication Recognition Program is designed to recognize and reward S/T/Ps for the standard of excellence in communication. Moreover, it encourages S/T/Ps to keep in contact with every member on a regular basis, promote professional and educational opportunities, and serve as a support network among its membership locally, regionally, and nationally.

Judging for the award is based on the following criteria.

**Judging Criteria**

A. Content and Purpose (35 points)

1. Is the information given interesting and suitable for the intended audience?
2. Does the information deal with matters of professional interest as well as items, which would benefit the membership?
3. Timeliness: Is the information pertinent to business educators?
4. Does the information focus on the activities of the S/T/P and its membership?
5. Is there a careful balance of state/province, industry, high-tech trends, and "how to" or innovative programs/ideas and information for the classroom teacher?
6. Does the publication have a good variety in both information, articles, and contributors?
7. Are there contributions from beyond the group itself?
8. Does the publication make reference to membership, the benefits of membership, how membership is doing, etc.?

B. Professionalism/Impact (30 points)

* 1. What impression does the information give the reader at first glance? Is it a positive and progressive image on behalf of the S/T/P?
  2. Does the overall impact leave a professional image with the reader?
  3. What impression does the information convey to the public, to business leaders, and to legislators?

C. Organization and Format (20 points)

* 1. Is the format and layout of materials attractive and conducive to easy reading?
  2. Are illustrations and artwork used effectively, and do they enhance the publication?
  3. Does the publication appear balanced in its content, design, illustrations, and format?
  4. If there are photos, are they clear and attractively arranged?

D. Readability (10 points)

* 1. Is the information well written, concise, and clear?
  2. Is the information positioned in an easy-to-follow manner?
  3. Are illustrations and advertising copy placed discreetly so as not to detract from the information contained in the newsletter?
  4. Does the publication possess accuracy in grammar, word usage, and sentence structure?

E. Membership Contact (5 points)

Of those S/T/Ps submitting information for this award, give 5 points to the S/T/P that published the greatest NUMBER of newsletters and made the most contacts during the award year.

**Procedure**

1. One (1) copy of any two (2) newsletters, published between July 1 of a calendar year and June 30 of the following year, must be submitted electronically to the Awards Director.
2. Short write up of all communication sent to members between July 1 of a calendar year June 30 of the follow year, must be submitted electronically to the Award Director. This would include any links to online medium such as a website, Facebook, Twitter, etc.
3. Submission must include the following information: Editor’s Name and e-mail contact information and President’s Name. If more than one Editor, please include all names and e-mail addresses.
4. Entries must be received by December 1.
5. All entries must be sent to WBEA Awards Director.
6. The Director and two (2) committee members will select the winners.
7. A maximum of three (3) Outstanding S/T/P Communication Awards will be recognized each year at the WBEA Conference.
8. The Awards Director will notify the nominator of the nominee who will receive the WBEA award. The nominator will contact the winners’ supervisors to provide support for the winner. The nominator will ensure that the winner is present at the WBEA awards ceremonies.

S/T/P entries receiving less than an average of 75 total points will not be considered for the award.

Electronically submit entry to Ariel Dykstra at

[adykstra@mvsd320.org.](mailto:KYamadaUT@comcast.net)

## A6010.4.1. S/T/P COMMUNICATION RECOGNITION EVALUATION FORM

**WESTERN BUSINESS EDUCATION ASSOCIATION**

Point Assignment Sheet

As a judge for this award, please grade the attached publications/information according to each of the following criteria. The points you give for each category cannot exceed the total points designated. For example: For "content and purpose," 35 points are maximum number of points you can give to any one (1) publication on this category.

It is conceivable that your total points given for each newsletter may not equal 100 points. On the other hand, no newsletter can receive over 100 points. Newsletter entries receiving less than an average of 75 total points will not be considered for the award. Three (3) Communication winners will be selected by the Director based on total number of points awarded by judges.

In case of a tie vote, the Director will send a ballot to each judge for revote; if this does not determine the winner, Director will break the tie.

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| Name of S/T/P submitting publication/information: | |  | | |
| |  |  |  | | --- | --- | --- | | JUDGING CRITERIA | POSSIBLE POINTS | EVALUATION | |  |  |  | | Content and purpose | 35 points |  | | Professionalism/impact | 30 points |  | | Organization and Format | 20 points |  | | Readability | 10 points |  | | Membership Contact | 5 points |  | | Total Points for this Publication | 100 points |  | | | | | |
| YOUR SIGNATURE |  | | DATE |  |