

Creative Uses of Technology and New Media

Description

Gold, Silver, and Bronze awards may be given to creative uses of technology and new media such as blogs, wikis, RSS feeds, pod-casting, interactive social networking sites such as MySpace, Facebook and YouTube or other innovative electronic or Web-based media used to enhance an established program or create a new one. Eligible programs may come from any area of institutional advancement (fundraising, alumni relations and communications and marketing).

Programs may be on-going or new this year but must have been in place long enough to have produced well-documented results.

Judging Criteria

Judges will evaluate your program on:

- * How your objective support your institution's mission;
- * How the entry supports your communications goals in purpose and execution;
- * Creativity;
- * Content;
- * Usability;
- * Understanding of target audience(s);
- * Strategy;
- * Evaluation plan; and
- * Measurable results