

Publications Program Improvement

Description

Gold, Silver, and Bronze awards will be given for outstanding improvements made over a two-year period an institution's overall publications program or in a specific publications area, such as student recruitment or development. Magazines, tabloids, and newsletters should be entered in Periodical Publishing Improvement.

Judging Criteria

Judges specifically will look at the:

- * Objectives of the publications program and how well you have reached them;
- * Publications' content, writing, editing, layout and design, and print quality;
- * Understanding of your target audience(s);
- * Need for and impact of improvements;
- * Staffing;
- * Institution's mission and how well it is communicated;
- * Budget; and
- * Creative use of available resources.

Entry Instructions

Improvements must have taken place between January 1, 2007 and December 31, 2008.