

6010.4. S/T/P NEWSLETTER RECOGNITION PROGRAM (See Appendix A6010.4.1 and A6010.4.2)

The S/T/P Newsletter Recognition Program is designed to recognize and reward S/T/Ps for their high standard of excellence in publications. 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.

Procedure

1. Three (3) copies of any two (2) newsletters, published between July 1 of a calendar year through June 30 of the following year, must be submitted to the Awards Director. (Published between July 1, 200J-June 30, 20F€.)
2. Entries must be postmarked by December 1.
3. Name, address, and telephone number of S/T/P Editor must be included.
4. All entries must be sent to WBEA Awards Director.
5. The Director and two (2) committee members will select the winners.
6. The WBEA Awards Director will present the three (3) WBEA Outstanding Newsletter Awards at the WBEA Annual Conference during a general session or meal function

Newsletter Judging Committee

The Newsletter Judging Committee will be convened and directed by the Awards Director. Two (2) additional members will be appointed by the Awards Director with input from the WBEA President.

1. Each member will come from a different S/T/P. An effort will be made to rotate membership from all S/T/Ps.
2. Each member will serve one (1) two (2)-year term.
3. The Committee will be staggered for continuity.

Judging Criteria

1. Content and purpose (35 points).
 - a. Are the articles interesting and suitable for the intended audience?
 - b. Do the articles deal with matters of professional interest as well as items, which would benefit the membership?
 - c. Timeliness: Are articles pertinent to business educators?
 - d. Do articles focus on the activities of the S/T/P and its membership?
 - e. 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?
 - f. Does the publication have a good variety in both articles and contributors?
 - g. Are there contributions from beyond the group itself?
 - h. Does the publication make reference to membership, the benefits of membership, how membership is doing, etc?

2. Professionalism /Impact (30 points).

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

3. Organization and Format (20 points).

- a. Is the format and layout of materials attractive and conducive to easy reading?
- b. Are illustrations and artwork used effectively, and do they enhance the publication?
- c. Does the newsletter appear balanced in its content, design, illustrations, and format?
- d. If there are photos, are they clear and attractively arranged?

4. Readability (10 points).

- a. Are the articles well written, concise, and clear?
- b. Are the articles positioned in an easy-to-follow manner?
- c. Are illustrations and advertising copy placed discreetly so as not to detract from the information contained in the newsletter?
- d. Does the newsletter possess accuracy in grammar, word usage, and sentence structure?

5. Membership Contact (5 points).

Of those S/T/Ps submitting newsletters for this award, give 5 points to the S/T/P, which published the greatest NUMBER of newsletters during the award year.

Judging Timeline

1. By December 5, Director mails each committee member one (1) copy of each S/T/P newsletters submitted.
2. By December 15, each committee member ranks choice from high/best to low using the Ranking Sheet (A6010.4.1) and conveys ranking to Director.
3. 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.
4. Prior to WBEA Conference, Director will prepare/purchase plaques.
5. The WBEA Awards Director will present the Newsletter Awards at the WBEA Annual Conference during a general session or meal function.

Awards

The top three (3) entries will be recognized in the form of a framed certificate, plaque or a gift.

A6010.4.2. S/T/P NEWSLETTER RECOGNITION PROGRAM

Introduction

S/T/P newsletters represent one of the most effective communication tools to keep the membership informed and to promote S/T/P activities to potential new members. These publications should reflect the quality and professionalism of business education.

Purpose

The S/T/P Newsletter Recognition Program is designed to recognize and reward S/T/Ps for the standard of excellence in publications. 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. Are the articles interesting and suitable for the intended audience?
2. Do the articles deal with matters of professional interest as well as items that would benefit membership?
3. Timeliness: Are articles pertinent to business educators?
4. Do articles 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 program/ideas and information for the classroom teacher?
6. Does the publication have a good variety of both 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 newsletter give the reader at first glance?
2. Does the overall impact leave a professional image with the reader?
3. What impression does the newsletter convey to the public?

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

E. Membership Contact (5 points)

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

Contest Rules

- a) Three (3) copies must be submitted of any two (2) newsletters published between July 1 through June 30 of the previous year. (July 1, 200J-June 30, 20F€)
- b) Entries must be postmarked by December 1.
- c) Name, address, and telephone number of S/T/P Editor must be included.
- d) All entries must be sent to the WBEA Awards Director.
- e) The Director and two (2) committee members will select the winners.
- f) A maximum of three (3) Outstanding S/T/P Newsletter Awards will be recognized each year at the WBEA Conference.
- g) 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.
- h) S/T/P entries receiving fewer than an average of 75 total points will not be considered for the award.

Mail entries to:

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 WBEA Awards Director
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 VÓÖ^] æq ^}c
 1408 University Circle
 Ogden, UT 84408-1408
 801.626.6823
 asaunders@weber.edu

Include this information when submitting newsletters for consideration.

Editor's Name _____

President's Name _____

Number of Issues Published _____

E-Mail of Contact Person _____