

2018 Silver Spike Judge’s Scoring Sheet

Name of Entry: _____

Program/Tactic # _____ Category _____ Submitting Org. _____

0 = was not addressed | 1-2 = needs significant improvement | 3-4 = needs some improvement | 5-6 = average | 7-8 = above average | 9-10 = excellent

- | | |
|--|------------------------|
| <p>1. Research/Planning (10 points)</p> <ul style="list-style-type: none"> • The entry clearly defines the situation, research, need and/or problem • The plan is comprehensive and strategic | <p>1. Score _____</p> |
| <p>2. Audience (10 points)</p> <ul style="list-style-type: none"> • Audiences are clearly identified and their needs were defined | <p>2. Score _____</p> |
| <p>3. Content (10 points)</p> <ul style="list-style-type: none"> • Content is substantive, understandable, consistent and appropriate for the stated audience • Content is high quality | <p>3. Score _____</p> |
| <p>4. Budget (10 points)</p> <ul style="list-style-type: none"> • The budget is realistic and justified • Resources – i.e. personnel, budget, time – are used effectively | <p>4. Score _____</p> |
| <p>5. Goal (10 points)</p> <ul style="list-style-type: none"> • The goal is clearly defined and relevant to the problem it was trying to solve | <p>5. Score _____</p> |
| <p>6. Objective (10 points)</p> <ul style="list-style-type: none"> • Objective(s) are clearly stated and attainable • There is a measureable change in outcome/attitude over a period of time | <p>6. Score _____</p> |
| <p>7. Execution (10 points)</p> <ul style="list-style-type: none"> • Strategies and tactics are clearly outlined • Messages tied to objectives/audience | <p>7. Score _____</p> |
| <p>8. Creativity (10 points)</p> <ul style="list-style-type: none"> • Program is used imaginatively to achieve goals and/or to affect change • Overall work shows creativity and innovation | <p>8. Score _____</p> |
| <p>9. Evaluation (10 points)</p> <ul style="list-style-type: none"> • Attainment/measurement of objective to actual outcome • Entry shows persuasive evidence of success with audience | <p>9. Score _____</p> |
| <p>10. Elevation (10 points)</p> <ul style="list-style-type: none"> • Overall entry is a model for the profession • Plan elements set the entry apart | <p>10. Score _____</p> |

TOTAL SCORE (out of 100 total points): _____

Judge’s overall comments:
(What were the strongest elements of this entry? In what ways could this entry be improved?)

Written name of judge _____
 Is judge APR (please check one)? Yes No