

Association of Government Accountants

Judging Criteria for AGA Newsletter Contest

Revised
12/1/09

CONTENT – 70 points

Excel 100%	Very Good 80%	Good 70%	Fair 60%	None 0%
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Basics (20 points)

- Next meeting and/or CPE event—date, time, location, price, food, speakers, subject, RSVP deadlines etc.
- Schedule of meetings, events
- Chapter leadership list and contact information
- President's message with photo
- Chapter website address

5	4	3.5	3	0
5	4	3.5	3	0
5	4	3.5	3	0
3	2.5	2.25	1.5	0
2	1.5	1.25	1.5	0

Subtotal=

Chapter News (30 points)

- Member recognition and activities—member promotions, awards, new CGFMs, new members, features of members
- Community service, training event information
- Chapter/board meeting information, such as minutes, schedule, financials, reports

10	8	7	6	0
15	10	9	8	0
5	6	5	4	0

Subtotal=

National and/or Regional AGA News (10 points)

- National conferences
- Regional activities
- CGFM Program
- Membership campaigns

2	1.75	1.5	1.25	0
1	.75	.5	.25	0
3.5	2.75	2.5	2.25	0
3.5	2.75	2.5	2.25	0

Subtotal=

Professional and Technical Articles (10 points)

- Technical articles on timely, relevant issues in the profession
- Professional news—job openings, other developments, career development, area training opportunities, identifying organization, subject, date, time, place, cost, registration deadlines

5	4	3.5	3	0
5	4	3.5	3	0

Subtotal=

PRESENTATION – 30 points

Excel 100%	Very Good 80%	Good 70%	Fair 60%	None 0%
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Basics (5 points)

- Masthead—appealing, professional, includes AGA chapter logo
- Proper use of AGA National logo and CGFM logo

3.5	3	2.75	2.5	0
1.5	1	.75	.5	0

Subtotal=

Design (10 points)

- Professional, appealing design
- Logical organization of information
- Uncluttered layout
- Consistency in use of fonts
- Professional-looking photos and/or graphics
- Table of contents

3	2.5	2.27	2	0
1.5	1.25	1	1	0
1	.75	.66	.5	0
1	.75	.66	.5	0
2.5	2	1.75	1.5	0
1	.75	.66	.5	0

Subtotal=

Journalistic Quality (15 points)

- Readable, with good sentence flow and proper spelling, punctuation and grammar
- Articles are useful, interesting, relevant to members

7.5	6	5.25	4.5	0
7.5	6	5.25	4.5	0

Subtotal=

BONUS POINTS

Interesting Newsletter

- Really great newsletter; has things that interest me – I'd like to receive it each month 10
- Interesting newsletter – I could read another issue or recommend it to others 8
- Well done; I could see others finding this newsletter useful 7
- Good, but probably don't need to read another issue 6
- Good for purpose 0

GRAND TOTAL