

**IABC Gold Quill Awards Evaluation Form**  
**Division: 2 – Communication Skills**

	<b>Work Plan</b>	Score (0-7)
1.	How clearly is the need and its effect on the organization identified?	
2.	How clearly are the critical characteristics of the audience identified?	
3.	How well do the goals and objectives address the stated need? To what extent are the objectives measurable in addressing the stated need?	
4.	How effective is the overall solution in employing messages, tactics and media? To what extent does the overall solution demonstrate a strategic or creative approach to business communication?	
5.	How effectively is the project implemented in terms of budget, time and other resources?	
6.	How thoroughly are results measured against objectives? (Score 0 if not measured.)	
7.	How well are the project's goals and objectives met?	
	Work plan score divided by 7 = score x .40 = total work plan score (A)	

	<b>Work Sample</b>	Score (0-7)
1.	How well do the elements of the project demonstrate an understanding of target audience needs and characteristics?	
2.	How well does the work sample reflect the objectives in the work plan?	
3.	How clearly does the work sample meet or exceed the accepted technical and professional communication standards for the media selected?	
4.	To what extent does the work sample show creativity, imagination and innovation?	
5.	To what extent does the work sample live up to the description and expectations described in the work plan?	
	Work sample score divided by 5 = score x .60 = total work sample score (B)	
	FINAL SCORE: (A) + (B) =	

Division Number	Division Name	Maximum work plan length	Judges scoring
2	Communication Skills	3 pages	40% to work plan; 60% to sample

Judges score the above criteria on a scale from 1 - 7 which gives a weighted calculation for the criteria depending on the division. During first round judging all entries scoring 5.25 and higher are advanced to second-tier judging. At the second-tier, entries are judged again, entirely separately by different sets of judges. Any entry scoring 5.25 – 5.74 receives a Gold Quill award of Merit. Entries scoring 5.75 and above receive a Gold Quill Award of Excellence.