

GOLD QUILL AWARDS

Top Ten Tips for Evaluators

1. Review the resources available on the Gold Quill Award website—especially the Evaluating Excellence Guides and score sheets.
2. As soon as you receive your entry assignments, review them for potential conflicts of interest. If you find you cannot evaluate an entry, contact the Awards Manager or Coordinator immediately so the entry can be reassigned.
3. Reach out to your partner and agree on a time frame for reconciling entries.
4. Review the work plan and work sample carefully for a full understanding of the entry.
5. Have the Evaluating Excellence guide for the appropriate division available to follow while scoring.
6. Strive to be objective. Many evaluators find that a scoring especially low or high on one item can have a ripple effect on the following items. As much as you can, reset your thinking as you approach each section to guard against this bias. Referencing the rubrics will help.
7. Ensure there are measurable objectives included in the entry for a score of 4, which is professionally competent. Division 1, 2 & 3 entries should have outcome-based objectives to demonstrate award-worthy work. Outcome-based objectives measure what the audience gains from the communication by way of awareness, understanding, recall, perception, attitudes, opinions and behaviors.
8. Provide quality feedback that mentors and coaches entrants. For low and high scores, provide comments that will help the entrant understand how they can improve; for high scores, let them know what you thought was exemplary.
9. Once you have completed scoring an entry, double check it to ensure no missing scores and that feedback is grammatically correct, written in a positive tone, and without spelling errors.
10. Have an honest discussion when reconciling entries with your partner. Be sure to review scores and comments so comments align to the score and do not contradict each other.

You may see some of the best work in the world. You may provide feedback that changes the professional approach of the entrant. Either way, remember to enjoy the experience.