

IABC 2019 Gold Quill Evaluation: Division 3 Communication Education & Training

Division:		Category:	
Entrant:		Entry Title:	
Entrant Number:		Company:	

Score for work plan section (MAX 3.5)	0.00
Score for work sample section (MAX 3.5)	0.00
Score for this entry (Work plan score plus work sample score)	0.00

Section 1: Business Need and Communication Opportunity

How well does the entrant explain the context for the entry by clearly establishing the business or profession need, the related communication training and opportunity? To what extent does the entrant:

- Explain the business or professional environment including specific challenges that have occurred?
- Align the training/education opportunity and the need by explaining how the project helps the organization or the communication profession, function or discipline?
- Use research to substantiate the need and inform the direction of the communication education and training?

0-7

Score for section 1	0.0
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Feedback for this section

Section 2: Stakeholder Analysis

How well does the entrant define, segment, and analyze critical characteristics of the audience(s) in relation to the training/education? To what extent does the entrant:

0-7

<ul style="list-style-type: none"> • Share relevant audience characteristics such as prior knowledge, education, geography, demographics, psychographics, preferences, attitudes, opinion, motivations, etc.? • Include audience research that provides insight to the education and training? • Discuss how audience analysis will influence the planning, delivery or measurement of the training and education? 	
Score for section 2	0.0

Feedback for this section

Section 3: Goals and Objectives

How well does the entrant set measurable objectives or learning outcomes relevant to the business or profession need? To what extent does the entrant:

0-7

<ul style="list-style-type: none"> • Distinguish between goals, objectives, learning outcomes, and an approach to the training/education? • Establish measurable, relevant learning outcomes and objectives? • Align learning outcomes and objectives with the stakeholder analysis and the business or profession need? • Ensure that objectives will produce an effect on the stated business or profession need? 	
Score for section 3	0.0

Feedback for this section

Section 4: Solution Overview

How effective is the education/training approach? To what extent does the entrant:

0-7

<ul style="list-style-type: none"> • Explain how the business or profession needs, audiences and objectives are aligned with the strategic and/or creative approach, methods, or materials? • Demonstrate that the audience analysis was taken into account to engage learners or other audiences? • Explain the approach to teaching materials and methods? 	
Score for section 4	0.0

Feedback for this section

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Section 5: Implementation and Challenges

How well was the plan managed through implementation? To what extent did the entrant: 0-7

<ul style="list-style-type: none">• Demonstrate that time, money, labor, and other resources were used effectively?• Outline any challenges faced and demonstrate that they were effectively managed?• Demonstrate consultation with stakeholders?• Provide evidence of direct involvement in the training/education?	
Score for section 5	0.0

Feedback for this section

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Section 6: Measurement and Evaluation

How well were the objectives and learning outcomes met? To what extent did the entrant: 0-7

<ul style="list-style-type: none">• Align measurement with valid objectives?• Demonstrate outcome-based results that influence awareness, understanding, opinion, attitude, behaviors, business results, or application of learning?• Measure achievement of learning outcomes/objectives?• Provide a thorough evaluation that supports the results?• Measure impact outside the classroom?	
Score for section 6	0.0

Feedback for this section

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Score for work plan section 0.00

(Total of sections one through six divided by six x .35)

Work Sample

Section 7: Stakeholder Alignment and Influence

How well does the work sample reflect the audience characteristics, needs and preferences? To what extent did the entrant: 0-7

<ul style="list-style-type: none">• Demonstrate good choices of messages, mediums, media, channels, materials, and methodology that align with the audience analysis?• Include messages that connect with and engage the audience?• Utilize language and instruction level aligned to the audience analysis?	
Score for section 7	0.0

Feedback for this section

Section 8: Alignment with Objectives and Strategy

How well is the work sample aligned with the objectives stated in the work plan? To what extent did the entrant... 0-7

<ul style="list-style-type: none">• Demonstrate evidence that the training/education is on strategy and is consistent with business needs?• Provide clear, consistent work sample elements that are communicated in a powerful way?• Reflect the objectives, learning outcomes and strategic thinking in the work sample?• Provide clear evidence that the work sample has the desired effect on the audience and business or profession needs?	
Score for section 8	0.0

Feedback for this section

Section 9: Professional Execution

How well does the work sample measure up to professional standards? To what extent did the entrant: 0-7

<ul style="list-style-type: none">• Provide well-crafted work sample elements?• Utilize engaging methods of instruction likely to increase learners' ability to learn, remember, and apply skills?• Demonstrate high-quality writing and production of materials?• Display a high level of teaching?• Demonstrate consistency between what was presented in the work plan and what was delivered?	
Score for section 9	0.0

Feedback for this section

Section 10: Overall Quality

Given the interdependence among all sections, to what degree is the entry a strong blueprint for strategic communication training and education? To what extent does the entrant: 0-7

<ul style="list-style-type: none">• Provide a well-written and produced entry that's easy to understand?• provide a representative sample of all the elements described in the work plan?• Demonstrate strategic and creative thinking that reflects the audience and business or profession needs?• Demonstrate the ability of training/education to serve as a foundation for communication and to influence valid business results?	
Score for section 10	0.0

Feedback for this section

Score for work sample section

0.00

(Total of sections seven through ten divided by four x .65)

Score for this entry

0.00

(Work plan score plus work sample score)