

Scoring Rubric for Communicator of the Year Award

Criteria	Example	1 = low 10 = high	multiplier	Totals
Demonstrated achievement within the prior calendar year.	Nominee demonstrated exceptional abilities, skills and talents in leading their organization to greater and more successful communications and public engagement from the prior year to present. Record of achievement can include but is not limited to number of successful projects completed where outcomes exceed goals, added public value, improved public trust and agency transparency, enhanced community engagement, etc...		3	
Demonstrated a significant increase or measurable result with a major campaign or project for the year (or multiple)	Significant community impact		2	
Generous with knowledge and experience	Shared knowledge through workshops, presentations, participation on forums and contributions to knowledge library		2	
Supporting other members' experience with CAPIO or being a formal or informal mentor	Provided a significant service to members, host and/or participated as a speaker for regional workshops, participate on CAPIO committees, nominate others for awards, etc...Participated as a mentor either formally or informally		1	
Recognized by leadership or peers	Ex. Nominee was nominated by a superior, community member or peers, or was recognized at the leadership level for their work. Or nominee's work is reflected through other sources such as media, videos or independent award program.		2	
Total (100 possible)				