



Newsletter Rubric

DESCRIPTION OF EVENT

Each Virtual Enterprises Company is asked to create a newsletter that is directed to the employees of the firm. The newsletter must be at least two, 8 ½" x 11" pages in length front and back and saved in PDF format.

GUIDELINES

- Student-employees of each company will design and display company newsletters.
- All student-employees can participate in the design and production of the newsletter. The design must be original student work.
- All entries must be appropriate for a school event.
- Evaluation will follow the rubric on the next page.
- The top teams in each category will receive awards as determined by the competition host.

Newsletter Rubric

Newsletter Rubric		Firm Name			
Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Key Information					
Required elements: <ul style="list-style-type: none"> Title bar or newsletter heading Company name Company logo Company address Company phone Company URL Optional elements <ul style="list-style-type: none"> Company fax Tagline or slogan 	0	1 - 7	8 - 14	15 - 20	
Quality of Content <ul style="list-style-type: none"> Focuses on employee/company related information and events. Offers information about company employees and VEI upcoming events. Provides information that helps employees develop new skills. Shares details on a new or key product offering. 	0	1 - 7	8 - 14	15 - 20	
Design and Layout					
Presentation: <ul style="list-style-type: none"> Original Production. The theme(s) and colors (seasonal, special event, etc.) enhance the overall quality of the newsletter. The layout is both logical and appealing for the reader. The selected design elements reinforce the content/message. Graphics are professional and include captions where needed. Font styles and shapes are consistently used. 	0	1 - 7	8 - 14	15 - 20	
Graphics and Images <ul style="list-style-type: none"> Presented in a professional manner. High-quality, carefully chosen graphics enhance the product. Proper trademarks are provided for product images. Color palates and picture choice help to communicate the flyer's message. 	0	1 - 7	8 - 14	15 - 20	

Depth and Flow of Content					
<ul style="list-style-type: none"> Must be at least four (4) sides (two pages front and back). The page size is 8 ½" x 11". Shows clear evidence of planning and organization. Is annotated with volume, issue number, and date. 	0	1 - 7	8 - 14	15 - 20	
Deductions					
Obvious copyright infringement or plagiarism; example, use of the Nike brand or logo without permission (2 points for each occurrence).					
Typographical, spelling, or grammatical errors (up to 1 point for each).					
Final Score					/ 100 max

Judge's Name/Code	Date
Judge's Comments	