



Submission Period: 2/13/17 – 2/28/17
Judging Period: 3/1/17 – 3/17/17
Results Announced: Week of 3/27/17

COMPANY NEWSLETTER COMPETITION

2016-17 National Online Competitions

The Company Newsletter reflects the company and its mission through information written for the firm's employees. All firm employees are encouraged to participate in the design and production of the newsletter.

Submission Criteria

Company newsletters should be submitted as a single PDF document and address the following themes:

- *Company and Mission* – The newsletter is unique to the specific company, mission and employees through content and presentation.
- *Newsletter Content* – Content may include timely articles, real and/or virtual industry trends, information about events, news from the HR department or any other company related news appropriate for a school environment.
- *Presentation Design* – The newsletter must include proper trademarks (if applicable), be free of any plagiarism or copyright infringement and be original student work. The newsletter should be free of any editorial and/or grammatical errors as well as proper formatting and professional presentation.

Career Readiness Framework Alignment

Leadership:

- Demonstrates well-rounded perspective and unique style

Professional:

- Demonstrates professionalism
- Communicates effectively
- Collaborates with others
- Embraces diversity

Functional:

- Understands general business dynamics

Core Technology Skills:

- Word processing software
- Department/function specific technology

Judging Criteria

- *Company and Mission* – Does the newsletter provide information about the company, mission and employees?
- *Newsletter Content* – Does the newsletter contain uniquely appropriate information about the company, industry trends, employees and/or company events?
- *Presentation* – Is the newsletter professionally written and designed?

Rubric

5 stars	Well above standards	Outstanding execution; content and/or strategies are comprehensive, thoughtful, and very well researched.
4 stars	Above standards	Well executed; content and/or strategies are developed, clear and well researched.
3 stars	Meets standards	Includes essential components; content and/or strategies are evident; most components are relatively clear and researched.
2 stars	Below standards	Missing essential components; content and/or strategies are not evident; components are unclear; does not contain relevant content or research.
1 star	Well below standards	Major flaws or section missing.