

**PUBLIC RELATIONS PROJECT**  
EVALUATION FORM

		Exceeds Expectations	Meets Expectations	Below Expectations	Little/No Value			
<b>PRESENTATION</b>	1.	Opening presentation: description of the project; organization, clarity and effectiveness of the presentation		8-7	6-5	4-2	1-0	
		<b>To what extent did the Chapter Representatives utilize Project Management skills to:</b>						
	2.	<ul style="list-style-type: none"> <li>▪ Initiate the project? (max 5)</li> <li>▪ Execute and control the project? (max 5)</li> </ul>		10	9-8	7-5	4-0	
	3.	<ul style="list-style-type: none"> <li>▪ Manage the project schedule? (max 5)</li> <li>▪ Manage the project team? (max 5)</li> </ul>		10	9-8	7-5	4-0	
	4.	Evaluate and close the project?		5	4	3-2	1-0	
	5.	General: Professional standards (appearance, poise, confidence), presentation technique, effective use of visuals and participation of all		7-6	5-4	3-2	1-0	
	Presentation Total Points (maximum 40)							
<b>WRITTEN ENTRY</b>		<b>Executive Summary</b>						
	6.	1-3 page description of the project		4	3	2	1-0	
		<b>Campaign Theme or Focus</b>						
	7.	Statement and description of the issue to be addressed (max 5) and rationale for selecting the issue (max 5)		10-8	7-6	5-3	2-0	
	8.	Description of the target population		5	4	3-2	1-0	
		<b>Local Media/Promotional Possibilities</b>						
	9.	Local print and broadcast media available (max 4) and other possible promotional activity(ies) (max 4)		8-7	6-5	4-2	1-0	
	10.	Rationale for the media mix		5	4	3-2	1-0	
		<b>Campaign Organization and Implementation</b>						
	11.	Organizational chart/job description		4	3	2	1-0	
	12.	Description of the campaign and documentation		5	4	3-2	1-0	
	13.	Estimated impact on the target population		5	4	3-2	1-0	
		<b>Evaluation and Recommendations</b>						
	14.	Evaluation of the process (max 5) and recommendations for future campaigns (max 5)		10-8	7-6	5-3	2-0	
		<b>Appearance and Word Usage</b>						
15.	Professional layout, neatness, proper grammar, spelling and word usage		4	3	2	1-0		
	Written Entry Total Points (maximum 60)							
	<b>Combined Presentation and Written Event Entry Total Score 100</b>							