## Newsletter Section names ->

### Category

#### Score

1. **Initial impact / “Wow” factor /Curb appeal**  
   *Catches the eye? Too long? Too short?*  
   ( / 15)

2. **Design / Esthetics / Layout**  
   *Fundamental online accessible formatting*  
   *Grammar, writing style, edited for typos*  
   *Readability (clear contrast between print and background)*  
   *Inviting format for reading*  
   *Color choices and quality of photos*  
   *Photos / graphics on each page*  
   *Photo labelled/captioned as appropriate*  
   ( / 20)

3. **College Organizational Mission focus**  
   *National leadership listed*  
   *Section leadership listed*  
   *Statement and/or discussion of College Mission*  
   *Student / SPEA news*  
   ( / 20 )

4. **Included categories for excellence**

   a. **Section updates, local interest content, future**  
      **Section plans, promotion of upcoming events**  
      ( / 10 )

   b. **Nomination guidelines, how to contribute to**  
      **ACDF**  
      ( / 10 )

   c. **Fellows profiles, roster of current Fellows,**  
      **15/25/50 Year Fellows named, obituaries**  
      ( / 10 )

5. **Additional factors**  
   *Special unique elements, links/hyperlinks to available resources on the web / social media,*  
   *frequency of publication matching news availability for the Section*  
   ( / 15)

### Total Score (out of 100 maximum)  
( / 100)

### Newsletter Section names ->